



**Press Release**

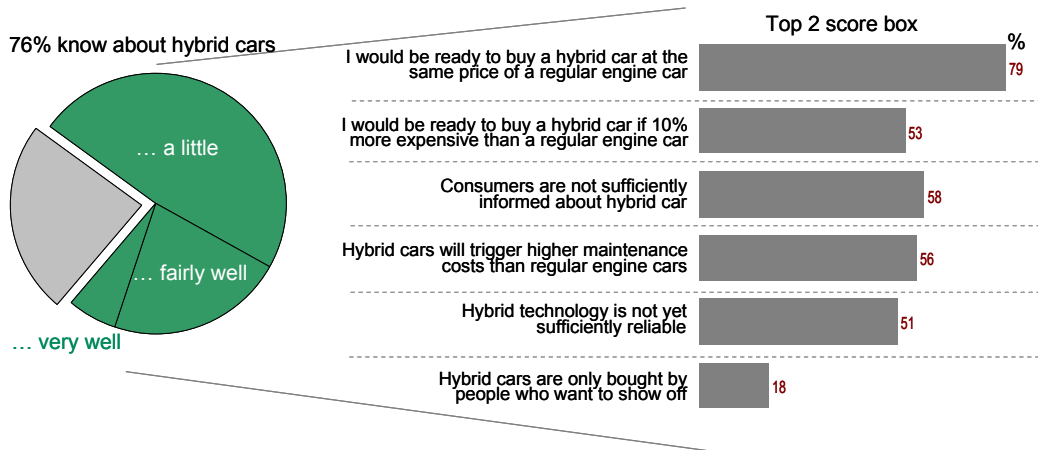
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**POTENTIAL FOR AFFORDABLE HYBRID CARS IN CHINA,  
 HOWEVER CONSUMERS CLAIM INSUFFICIENT INFORMATION**

**June 3<sup>rd</sup>, 2008, Shanghai** – Expected to become the largest auto market in the world within the next decade, China will be at the forefront of environmental challenges faced by the car industry. A recent survey conducted by one of the world’s leading market research companies, TNS, shows that hybrid cars could lead the way in the fight against pollution in mainland China.

The online study among car owners and those intending to purchase a car in mainland China indicates that 8 out of 10 car buyers who are aware of hybrid technology (76 percent of the consumers interviewed) would be ready to purchase a hybrid car at an equal price to a regular gasoline-powered vehicle. Every second person interviewed would even be willing to pay a 10 percent premium.



Q1. How well do you know about hybrid cars?

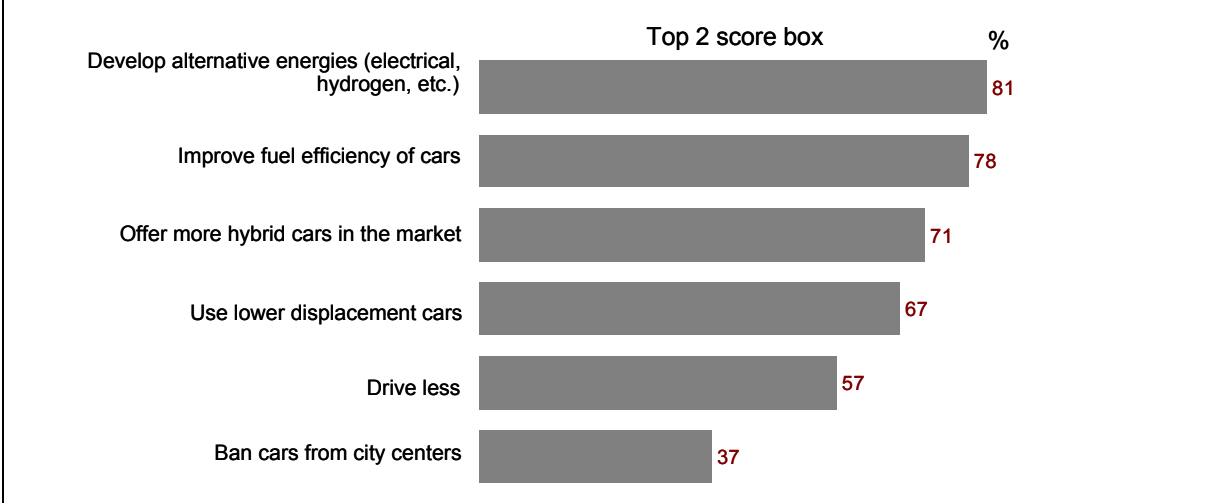
Q2. To which extent do you agree to the following statements about hybrid cars in China (1 = totally disagree; 5 = totally agree)?

However, the majority of those who are aware of hybrid technology feel they don’t get enough information about hybrid cars. This contributes to a perception that hybrid cars lack reliability and involve increased maintenance costs.

“The results undeniably show huge opportunities for hybrid cars in the China market” says Klaus Paur, Shanghai based TNS Automotive Director for North Asia. “However, car

manufacturers still have to do some homework before they can really exploit the potential in the market. They need to do a better job of informing the market about hybrid technology, and also need to bring the price of hybrid cars down.”

To reduce pollution, the majority of car buyers bank on alternative energies and improved fuel efficiency, while to a lesser degree driving restrictions are thought to be effective.



Q3: In your opinion, how effective is each of the following capabilities for reducing pollution (1 = not at all effective; 5 = very effective)?

“Consumers understand that driving cars has a negative impact on the environment”, Klaus adds. “However, they expect car manufacturers to present solutions to the problem rather than limiting the mobility of consumers.”

**About this study**

This study was conducted by TNS 6thdimension Access Panel among 1,251 car owners and purchase intenders in early April 2008. The study covered 3 tiers of cities, in total 24 cities within mainland China.

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## **About TNS**

TNS is a global market information and insight group.

Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions.

TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improve understanding of consumer behaviour.

TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services.

### **About TNS China**

In business since 1992, TNS is one of the first international market research agencies to start operations in China. In recent years, TNS has grown substantially and established itself as one of the most successful and reputable market research and consulting agencies in China, with over 150 professional researchers and more than 300 employees in three full-service offices in Beijing, Shanghai, and Guangzhou. TNS China focuses on the Automotive, Consumer, Finance, Healthcare and Technology sectors.

**TNS is the sixth sense of business™.**

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