

*The **Facts** on*



Number **3**
in a series of **6**

WHAT DO Consumers WANT?

As Congress considers developing an energy policy, the 13-member Alliance of Automobile Manufacturers is providing a series of fact sheets to promote understanding about consumers and fuel economy.

Key Points to Remember



diverse vehicles

Consumers value diverse vehicles to meet their *family and business needs*.



valued attributes

The attributes most valued by consumers are *reliability, value and safety*.



incentives

Incentives that encourage consumers to purchase vehicles with *advanced technologies* can help put more fuel-efficient vehicles on the road without sacrificing consumer demands.

WHAT DO Consumers WANT?

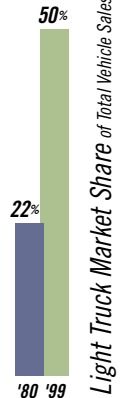
Consumers Value Different Types of Vehicles

2000 U.S. Light Vehicle Sales

Vehicle Type	2000 Sales	% Share
<i>Small Car</i>	<i>2,486,248</i>	<i>14%</i>
<i>Mid-size Car</i>	<i>4,227,008</i>	<i>24%</i>
<i>Large Car</i>	<i>623,381</i>	<i>4%</i>
<i>Luxury Car</i>	<i>1,510,329</i>	<i>9%</i>
<i>Sport Utility</i>	<i>3,519,575</i>	<i>20%</i>
<i>Minivan & Van</i>	<i>1,784,127</i>	<i>10%</i>
<i>Pickup</i>	<i>3,182,083</i>	<i>18%</i>
<i>Commercial</i>	<i>17,182</i>	<i>less than 1%</i>
TOTAL	17,349,932	100%

Why Consumers Choose What They Choose

Between 1980 and 1999, the light truck market share increased from 22 percent to 50 percent of total vehicle sales.¹ When considering what kind of vehicle to buy, consumers evaluate all the different uses they will demand of their new car or light truck. Most consumers select vehicles that best serve their peak uses, whether carrying kids, carpooling adults, towing trailers, hauling supplies, accommodating the handicapped, handling adverse terrain and weather, addressing recreational needs and/or meeting job/business demands — even if these attributes may be used infrequently.



Trucks Offer Amenities That Cars Do Not

The original framers of the CAFE law recognized that trucks have different utilities compared to cars and therefore could not be expected to meet the same CAFE targets.

Congress recognized that vehicles capable of off-road operation should have a separate CAFE standard—regardless of how often they are actually used off road. CAFE is based on a vehicle's capability, not its use.

While today's light trucks feature more amenities than their predecessors – and provide 50 percent better fuel economy than their early 1970s counterparts² – they remain fundamentally trucks. Light trucks satisfy consumer needs for safety, passenger room, cargo space, towing ability, and off-road capability. For example, more than half of all light truck owners report using their vehicles to tow a boat or trailer.³ But less than 6 percent of today's car models are able to tow 2,100 lbs or more – down from 68 percent in 1978.⁴

Percentage of Car Models that Can Tow 2,100 lbs or More



Technologies that produced significant car fuel economy improvements, such as front-wheel drive and aerodynamic improvements, aren't always possible on trucks. But, manufacturers are now developing advanced engine technologies – such as lean burn, compression ignition, direct injection, hybrids and fuel cells – that could dramatically increase fuel economy for light trucks in the future.

Toyota Prius



The revolutionary Toyota Prius is the world's first mass-produced gas/electric hybrid vehicle. In addition to its SULEV (super ultra low emission vehicle) classification, Prius carries an EPA label fuel economy rating of 52 miles per gallon city and 45 highway.

SUVs are Work Vehicles in Washington, D.C.

Whether used for sport or not, sport utility vehicles of all sizes are popular because of their utility. Even if SUV owners never take their vehicles off-road, they enjoy knowing that their vehicle could perform well in a snowstorm. They also enjoy the ample capacity for passengers or cargo. Many drivers simply enjoy the greater visibility of the road. Across the country, millions of Americans use SUVs for their work, family, and most frequently both.



In Washington, D.C., SUVs are very popular work vehicles. Because the vehicles provide so much utility, the Secret Service uses SUVs to escort dignitaries. Media use SUVs to carry cameras and crew, and Members of Congress use SUVs both in their districts and in the District for personal and congressional business.

1. Ward's Motor Vehicle Facts & Figures 2000, p15
2. API "How Much We Pay For Gasoline," May 2000
3. 1996 APEAL Study, JD Power and Associates
4. Coalition for Vehicle Choice



Alliance OF AUTOMOBILE MANUFACTURERS

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