AUTOMOTIVE CONSUMER DYNAMICS STUDY

FEBRUARY 2008

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Mind of the Consumer Spotlight: The Hybrid Vehicle Consumer

Imagine it's 1999 and the room is filled with product planners from the leading automotive manufacturers in the United States. Imagine that they have just been told that a single technological improvement to an existing vehicle platform could improve competitive conquest rates by 10% or more. Moreover, this same technology could create significant inroads into capturing the elusive luxury consumer – regardless of their current brand. Few would have believed what they had just been told, yet that is precisely what hybrid vehicles are doing today.

Combining 35 years of experience with insights into more than 200 million U.S. consumers and 124 million households, Automotive Consumer Dynamics focuses this issue on the hybrid market. Specifically, Acxiom concentrated on the consumers who currently own hybrids and those likely to be drawn to this platform in the future. In addition, this month's study explores the "unexpected" implications of the luxury consumer's affinity for hybrids and what the next hybrid consumer might "look like."

Hybrid technology is helping mainstream models make inroads into a previously untapped market: tech-savvy, luxury consumers.

Key Findings:

- **Technology:** Hybrid vehicles are causing mainstream nameplates to make significant inroads with tech-savvy, luxury consumers
- **Conquesting:** Hybrid models are conquesting consumers from other automakers as much as 10 percentage points higher than their regular-model counterparts
- **Room at the Top:** "Upper Rung" consumer groups are fueling hybrid buying trends – and capturing just 5% of these high propensity hybrid consumers would serve to more than double 2007 U.S. hybrid sales in the United States
- **Geographic Differences:** Consumers with a high propensity toward hybrids demonstrate a striking difference in their geographic location compared to their regular-model counterparts

Automotive Consumer Dynamics Methodology

Automotive Consumer Dynamics is the industry's first comprehensive, consumer-centric view of the U.S. automotive market. Developed from the world's largest repository of up-to-date U.S. consumer intelligence (InfoBase-X™) and Acxiom's industry leading PersonicX® life-stage segmentation, Automotive Consumer Dynamics applies sophisticated modeling and analyses to deliver a powerful combination of hindsight, insight and foresight that spans over 200 million U.S. consumers representing 124 million households and over 50 million vehicle purchase / trade-in transactions.

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Global automakers have invested billions of dollars to develop and market a new value proposition for consumers with the hybrid vehicle. These vehicles have been positioned to address consumers' concerns on the environment, rising fuel prices and their ability to influence these trends. The questions that now can be answered: Who has bought into the hybrid value proposition? And what does it mean for automakers who are currently developing other alternative-fuel powertrains?

Ten Automotive Consumer Groups

Although Automotive Consumer Dynamics tracks more than 1,000 defining elements and their influence on all major brands and nameplates, this issue's Mind of the Consumer Spotlight focuses on those people who show a high propensity toward hybrid vehicles.

Automotive Consumer Groups At-A-Glance

Automotive Consumer Group	High Propensity Vehicles	Group Characteristics	Consumer HH (in millions)
1. Upper Rung City	European, Japanese, Luxury, SUV, Sports	Mostly single, city, wealthy	11.5
2. Upper Rung Country	European, Japanese, Luxury, SUV, Sports	Mostly married, suburbs and towns, wealthy	5.8
3. Rich and Retired	Mixed Origin, Luxury Car	Married, upper-middle to affluent	7.2
4. Married with Children	Mixed Origin, Minivan	Married, young kids, upper mid income	14.1
5. The Single Life	European, Japanese, Sports Cars	Single, no kids, upper-middle income	9.4
6. Urban Marrieds	Mixed Origin, Mixed Vehicle Type	Mostly married, young, mid income	8.9
7. Working for a Living	Japanese or Korean, Sports Car	Mostly single, middle income	8.2
8. Wide Open Spaces	Domestic, Full-size Pickup	Rural, lower income, young kids	18.9
9. Unattached Urbans	Korean, Mixed Vehicle Type	Single, lower-to-middle income, mostly city	23.4
10. Singles on a Shoestring	Korean Car	Single, no kids, lower income	12.7

For the defining characteristics of all ten Automotive Consumer Groups, see pages 14 through 17.

Source: Acxiom Research, February 2008

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Since 1999, when the first hybrid debuted in the U.S. market (Honda Insight), automotive manufacturers have invested millions of dollars on different strategies to bring these fuel-efficient vehicles to market. Launched with minimal advertising and marketing, Toyota created a model line around the hybrid engine and effectively made Prius a nameplate synonymous with the hybrid category. Other automakers who ventured into hybrid territory did so with more caution, developing hybrid versions of existing models.

Hindsight: Elevating the Brand through Technology.

Whether it was a strategic objective or an unexpected bonus, hybrid vehicles are creating a “halo” effect for an increasing number of nameplates. Excluding the “pure play” Toyota Prius, those manufacturers who added hybrid technology to an existing nameplate have demonstrated a lift in our Brand Affinity Index, which translates into that nameplate garnering additional share of a particular consumer group. As seen in the chart below, Escape, Accord, Camry and Highlander hybrids all indexed high with Automotive Consumer Groups 1 and 2 (Upper Rung City and Country, respectively), demonstrating their ability to capture these consumers’ unique vehicle preferences and pocketbooks. In addition, this higher Brand Consumer Affinity has interesting implications on vehicle conquest rates, which this study explores further in our “Insight” section.

Brand Consumer Affinity Across All Ten Automotive Consumer Groups

Consumer Group	Audi	Cadillac	Lexus	Mercedes-Benz
1	315	214	277	325
2	179	129	168	148
3	92	212	171	147
4	88	97	85	68
5	138	67	90	92
6	81	67	69	63
7	100	62	78	74
8	35	64	32	34
9	41	55	43	44
10	38	91	38	36

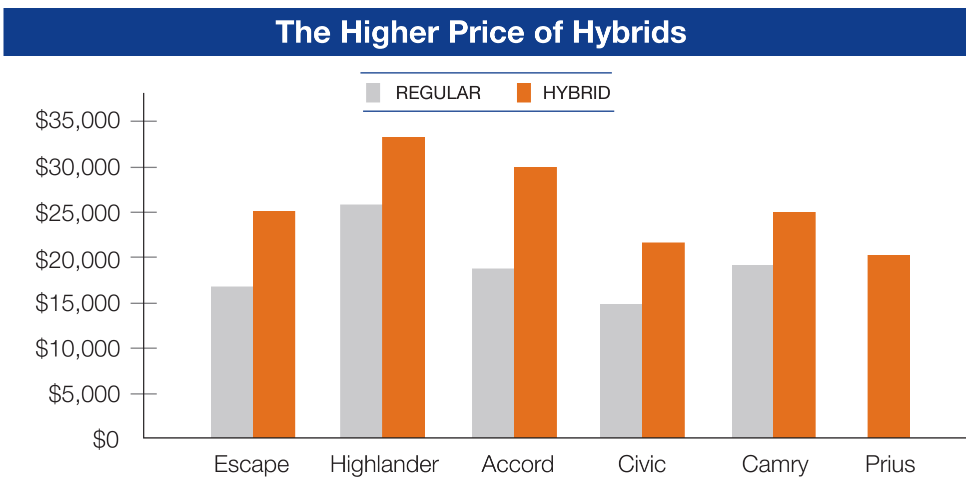
Consumer Group	Escape	Escape Hybrid	Accord	Accord Hybrid	Camry	Camry Hybrid	Highlander	Highlander Hybrid
1	83	224	89	200	120	185	128	202
2	95	131	77	120	114	149	116	124
3	115	125	75	84	116	82	165	115
4	102	60	86	107	99	124	78	80
5	82	102	134	123	92	84	93	88
6	97	57	115	74	89	90	104	67
7	98	78	115	74	97	67	92	103
8	114	98	33	33	120	122	93	61
9	112	82	124	69	85	40	88	51
10	117	83	117	65	88	53	80	96

The Brand Consumer Affinity Index is measured as 100x brand share of new vehicle sales within a specific consumer group divided by brand share of new vehicle sales for all consumers. Fields indexing 120 or greater are highlighted.
Source: Acxiom Research, February 2008

Historically, hybrids have commanded a premium price (averaging over $6,000) with the only incentives being the tax credits provided by the government. For the Upper Rung (Automotive Consumer Groups 1 and 2) paying a premium made a “statement” about their commitment to the environment and it supported findings as to the higher incomes and relatively “older” age of hybrid buyers (30%+ of hybrid buyers are age 55 or older).

As volumes increase, tax credits will disappear. This combined with a lower sticker price and more SUV/CUV options will help the hybrid gain traction in additional Automotive Consumer Groups. Specific groups and their makeup are detailed in the Insight and Foresight sections of this study.

Hybrid vehicles are creating a halo effect for existing manufacturer nameplates.



All models 2008 except for Accord (2007). Prices illustrated are lowest published MSRP.
Source: Autos.Yahoo.com, February 2008

Conclusions and Recommendations:

Though hybrid vehicles are no longer the novelty they once were, they continue to garner the attention and pocketbooks of an “Upper Rung” consumer. These Upper Rung consumers are showing a high propensity to buy more than just the pure-plays. As evidenced by the Automotive Consumer Dynamics Brand Affinity Index and conquesting findings (provided later in this study – see Insight section), hybrid versions of regular nameplates are challenging luxury models for garage space.

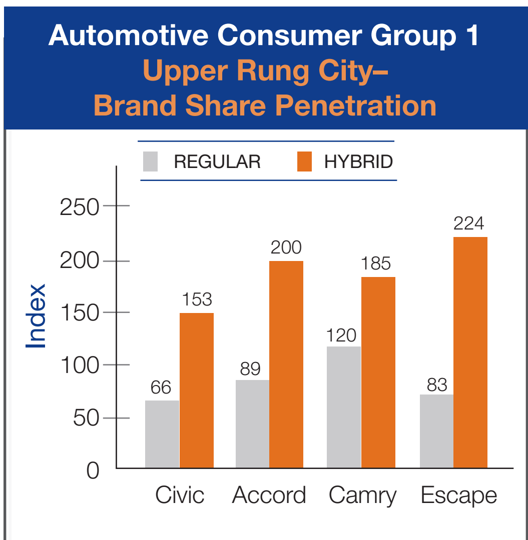
Assessing the market potential for hybrid sales, there remains a significant number of “un-tapped,” high propensity hybrid buyers. Reaching only 5% of the total Upper Rung consumer population of over 17 million consumer households, would serve to double the total number of hybrid vehicles sold in 2007. (Total 2007 U.S. hybrid sales as reported by hybridcars.com = 320,380)

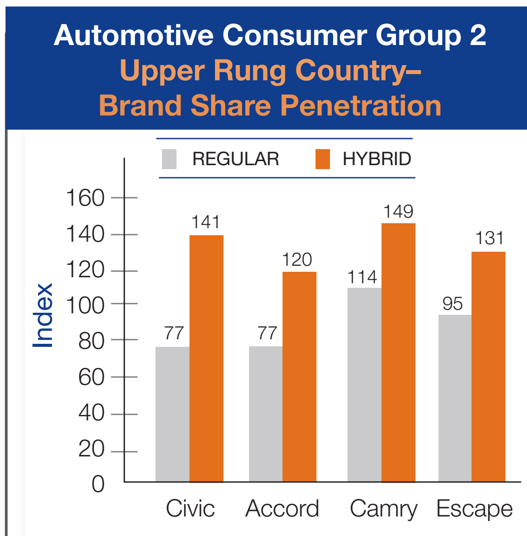
In the near term (i.e., the next two years), success will require that manufacturers, vehicle marketers and automotive retailers understand the unique needs of the “Upper Rung” consumer. For those with less “Upper Rung” experience, this serves as both a great opportunity and a great challenge.

The Insight and Foresight sections of this month’s study provide help for hybrid vehicle manufacturers, marketers and retailers as they seek to position and message to high propensity buyers.

Insight:
Attracting Consumers from Unexpected Quarters.

Why are Upper Rung City and Country consumers choosing hybrids? It's tempting to postulate simple answers, but the facts point to a number of interesting, and more interwoven, scenarios. For example: there are relatively few hybrid alternatives in the marketplace. Hybrids (for now) continue to play to the "in crowd" (think iPhone), to tech-savvy and environmentally conscious individuals, and to people of means, where a hybrid investment can be seen as "making a statement." In addition, the price-of-entry for hybrid versions of an existing nameplate has remained high – which may put them out of reach for the majority of consumer groups.



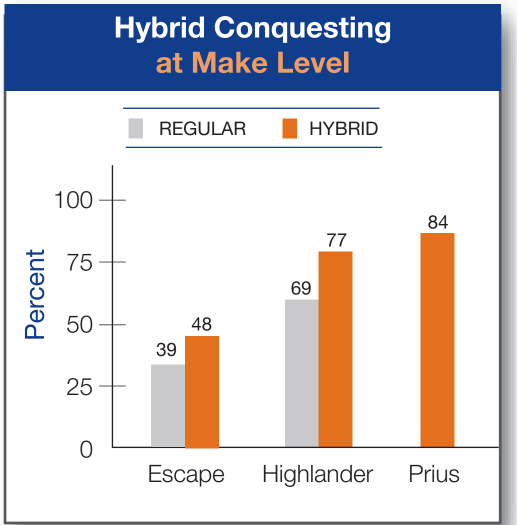


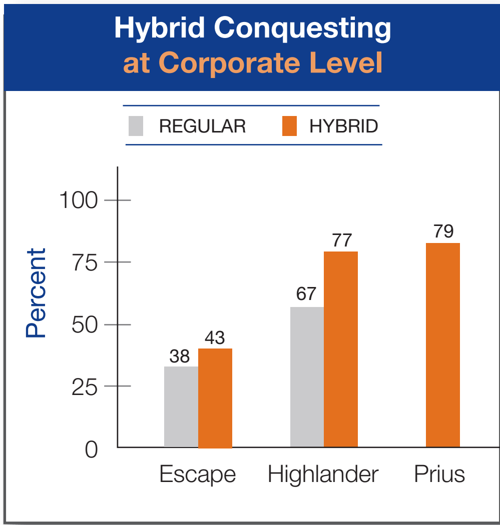
Source: Acxiom Research, February 2008

Looking to Automotive Consumer Groups 1 and 2, it is interesting to note the dramatic difference in relative brand share penetration when comparing regular and hybrid versions of the same nameplate. The graphs above demonstrate how – from Honda Civic and Accord to Toyota Camry to the Ford Escape – hybrid versions index far higher than regular versions.

These differences are even more striking when viewed through the lens of a hybrid's conquesting rate. For the purposes of this study, Acxiom examined two different levels of conquesting:

- Conquesting at Make Level, where the customer is conquested "within the family" from other vehicle makes of a brand or from other divisional brands
- Conquesting at Corporate Level, where the customer is conquested from another corporate brand





Hybrid vehicles drive brand switching at a conquest rate five to ten percentage points higher than their regular counterparts.

The Conquest Rate for a target vehicle at Make (or Corporate) level is defined as the percentage mix of its trade-in vehicles that are of different Make (or Corporate) brands.
Source: Acxiom Research, February 2008

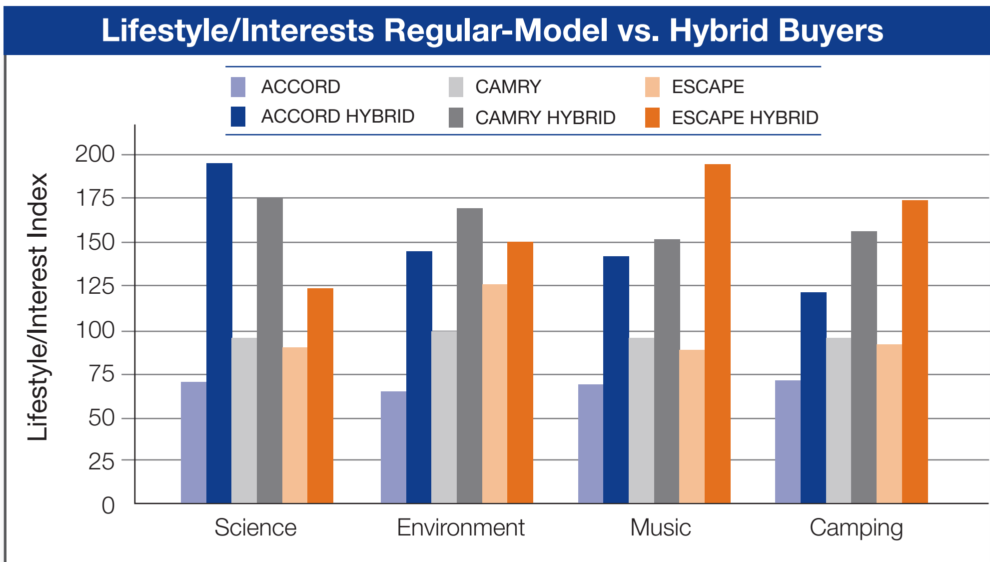
Acxiom research shows that hybrid vehicles drive brand switching at a conquest rate much higher than their regular-model counterparts. The charts above tell the story. At the Make Level, the conquesting rate for a regular Ford Escape is 39%, while its hybrid counterpart shows a 48% conquesting rate. At the Corporate Level, the Escape demonstrates conquesting rates of 38% and 43%, respectively.

For Toyota Highlander, Make Level conquesting is 69% for the regular version and 77% for the hybrid. At the Corporate Level, the hybrid version of the Highlander performs a full 10 percentage points higher in conquesting (67% vs.77%).

For reference, the pure-play Toyota Prius performs at 84% for Make Level conquesting and 79% for Corporate Level conquesting. This additional “conquesting power” of Prius may be attributed to the benefits of being perceived as an authentic hybrid brand. Though it may not be entirely repeatable, the strategy of a unique hybrid nameplate can serve as a powerful influence to grow overall brand positions via conquest.

Other points of departure when comparing regular-model buyers to hybrid buyers include lifestyle / interests, income and education. Hybrid consumers come primarily from Automotive Consumer Groups 1 and 2 (Upper Rung City and Upper Rung Country, respectively), while the regular-model consumers come mainly from Automotive Consumer Groups 4 (Married with Children), 8 (Wide Open Spaces) and 9 (Unattached Urbans).

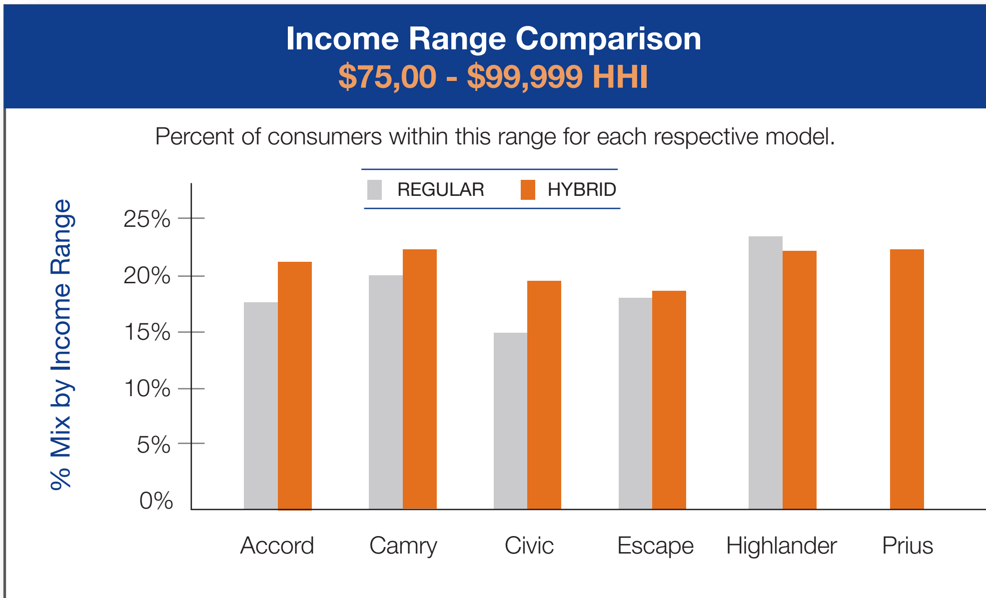
Hybrid buyers index high in science and space, environmental issues, music collections and camping.



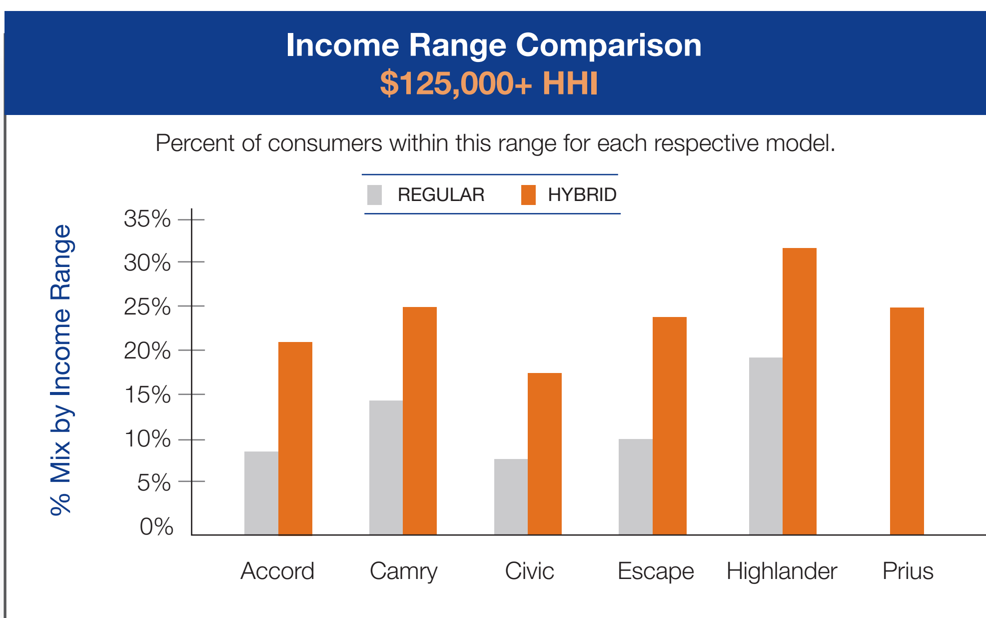
Source: Acxiom Research, February 2008

Across the board, hybrid consumers are more interested in science, environmental issues, music collections and camping as compared to their regular-model counterparts.

Looking to income and education, hybrid buyers continue to index high in both areas, creating support for a largely "Upper Rung" consumer population. Note that as income rises from the $75,000-$99,999 HHI range to the $125,000+ HHI range, so does the penetration of hybrid vehicles.

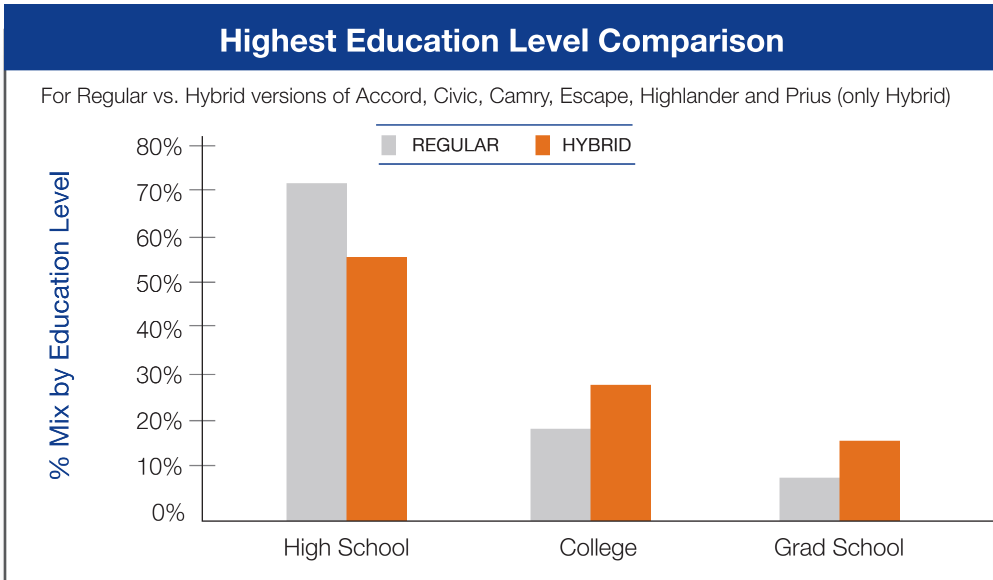


Source: Acxiom Research, February 2008



Source: Acxiom Research, February 2008

Hybrid consumers are about twice as likely to have household incomes of $125,000 or more as their regular-model counterparts.



Source: Acxiom Research, February 2008

Hybrid buyers have significantly higher college and graduate education than regular-model buyers.

Conclusions and Recommendations:

Hybrids are demonstrating a unique and powerful potential to "conquest," with some models indexing as much as 10% higher than their regular nameplate counterparts. This, combined with the hybrid's "halo" effect, bodes well for hybrid manufacturers within an increasingly competitive automotive market. And it provides powerful ammunition for automotive retailers when they are selling to a prospective hybrid customer in their dealerships.

Consumers attracted to, interested in and buying pure-play and hybrid versions of existing nameplates continue to demonstrate unique "Upper Rung" lifestyle characteristics, remaining different from their regular-model disposed counterparts.

Historically, manufacturers have often considered consumers of hybrid versions of existing nameplates (e.g., Ford Escape, Toyota Camry, Honda Civic) to be more "similar" than different from each other, and echoed that philosophy in their approach to marketing and sales. However, as this month's Automotive Consumer Dynamics findings on consumption, life stage, lifestyle, income and education suggest, there are real inroads to be made by those manufacturers, marketers and retailers who communicate with future hybrid buyers differently.

Foresight:
Opportunities Abound.

Automotive Consumer Dynamics exposes the dynamic nature of the hybrid category and the consumers it is attracting. In order to glimpse the potential future for hybrid vehicles, it is worth looking at the geographic dispersion of hybrid buyers and how regular-model buyers display a remarkable difference from their hybrid counterparts.

Geographic Dispersion of Hybrid vs. Regular-Model Highest Propensity Prospects Are Remarkably Different

Geographic Distribution of Ford Escape Highest Propensity Prospects

Regular-model Escape prospects are more evenly dispersed from the middle of the U.S. to the East Coast.

State	Highest Propensity Prospects
PA	8.31%
OH	7.09%
TX	5.89%
MI	5.75%
NY	4.58%

Geographic Distribution of Ford Escape Hybrid Highest Propensity Prospects

Source: Acxiom Research, February 2008

Over 50% of consumers with a high propensity for Hybrid Escape are located along the East and West Coasts.

State	Highest Propensity Prospects
CA	31.81%
NY	7.39%
MA	6.09%
NJ	5.12%
VA	5.08%

Where these high propensity hybrid consumers are located has significant implications for the marketing, allocation and distribution of these vehicles.

Another interesting aspect of the hybrid story is the other vehicle in the hybrid buyer's garage, or "garage mate." Likely garage mates of hybrid vehicles include minivans and luxury cars for both Prius and Escape Hybrid, with minivans leading the way for Prius and Sports Cars indexing highest for Escape Hybrid. Understanding "who's sharing the garage" with a hybrid provides added strength in the type and timing of marketing communications targeted to high propensity hybrid buyers.

Garage Mate Index

Segment	Prius
Van	190
Compact Car	153
Luxury Car	101
Midsize Car	91
SUV	84
Sports Car	76
Full-size Car	74
Pickup	70

Garage Mate Index

Segment	Escape Hybrid
Sports Car	134
Van	122
Luxury Car	109
SUV	109
Compact Car	100
Pickup	96
Midsize Car	76
Full-size Car	67

Garage Mate Index is measured as 100x the vehicle segment share of garage mates for hybrid vehicles divided by vehicle segment share of garage mates for all vehicles.
Source: Acxiom Research, February 2008

Conclusions and Recommendations:

For hybrid manufacturers and retailers who have had little or no experience with prospective customers from Automotive Consumer Groups 1 and 2 (Upper Rung City and Upper Rung Country, respectively), it will be important to both understand these consumers and to ensure the hybrid vehicles they introduce will be fitted with the “bells and whistles” these consumers have grown to expect (e.g. MP3 player jacks, GPS, info-tainment, traction control, anti-lock brakes, heated seats, etc.).

Though still somewhat cost prohibitive, the field remains open to manufacturers that bring a more affordable hybrid to market, expanding their share across all Automotive Consumer Groups.

Finally, understanding the needs and behaviors of this generation of hybrid consumers could prove profitable for the next wave of alternative fuel vehicle introductions (e.g., E85, clean diesel, fuel cell, hydrogen). Taking life stage, lifestyle, attitudes, demographic and garage mate insights into consideration across Automotive Consumer Groups could significantly improve the cost, speed and effectiveness of distribution, marketing and sales activities in this fast-growing segment of the U.S. vehicle market. Specifically, manufacturers should target Upper Rung consumers (Automotive Consumer Groups 1 and 2), as early adopters when introducing new powertrain technology, since the attitudes, income and behavior of these consumers identify them as trend setters.

Future Studies, Subscription and Services

Automotive Consumer Dynamics provides a monthly consumer-centric snapshot of the U.S. automotive market. In addition to these monthly studies, Acxiom offers deep-dive brand and nameplate analyses along with data integration with internal sources of product / consumer data.

Information that is intelligent and actionable, automotive-based, consumer-centric and dynamic. Automotive Consumer Dynamics.

To receive future monthly Automotive Consumer Dynamics studies, participate in our Consumer Dynamics Roundtable or, to inquire about deep-dive and/or customized services, visit Acxiom.com or contact us at:

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Next month's Mind of the Consumer Spotlight will feature the attitudes, buying propensities and behaviors of Automotive Consumer Groups in the North East U.S. market.

About Acxiom

Acxiom Corporation (Nasdaq: ACXM; www.acxiom.com) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with locations throughout the United States and Europe, and in Australia, China and Canada. For more information, visit www.acxiom.com.

About Acxiom's Automotive Practice

Acxiom empowers automotive manufacturers and marketers to become more consumer-centric and faster-to-market. Using a unique combination of data, analytics, optimization and integration, Acxiom's next generation of digital marketing services enable consistent, relevant life-cycle communications that span consumer touchpoints. From direct mail to social networks, top automakers and dealers rely on Acxiom to provide effective, one-on-one marketing insights and solutions to drive higher sales and improved return on their marketing investments.

For more information about Acxiom's Automotive Practice, visit **www.acxiom.com/automotive**.

Defining Characteristics of the 10 Automotive Consumer Groups

On the following pages, we have profiled and detailed each of our 10 Automotive Consumer Groups. Included for each group are the vehicles for which they have a high propensity, the size of the group, the range of their ages, their lifestyle information and more.

Automotive Consumer Group 1: Upper Rung City

High Propensity Vehicles: European / Japanese Vehicles, Luxury, SUV, Sports

Number of Consumer Households within Segment: 11,527,200

Defining Characteristics: Mostly single without kids, this wealthy segment favors downtown metros, cities and surrounds for their home ownership. Ethnically and racially diverse, their ages range from 30 – 65. They are primarily concentrated where they make – or made – their money: New England, the Mid-Atlantic and the Pacific regions of the U.S. Since they can buy what they want they usually choose quality and the trappings of their lifestyles, including luxury homes and condominiums, foreign travel, investment portfolios and costly leisure activities. Upper Rung City consumers have a high propensity for European and Japanese vehicles, particularly luxury cars plus SUVs and sports cars.

Automotive Consumer Group 2: Upper Rung Country

High Propensity Vehicles: European / Japanese Vehicles, Luxury, SUV, Sports

Number of Consumer Households within Segment: 5,893,700

Defining Characteristics: Mostly married without kids, this segment primarily spreads its wealth in suburbs, towns and outlying areas. They range in age from 36 – 65 and in lifestyle from those hard charging up the career ladder to those enjoying the good life their careers have given them. They like staying fit as well as indulging in gourmet foods and wine. They are socially active and participate in business, arts, religious and civic organizations. As with their single counterparts, they enjoy travel. Upper Rung Country consumers have a high propensity for a range of European and Japanese vehicles, from luxury sedans to SUVs and sports cars.

Automotive Consumer Group 3: Rich and Retired

High Propensity Vehicles: Mixed Origin, Luxury Car

Number of Consumer Households within Segment: 7,230,200

Defining Characteristics: Age 56 – 76+, this group is well-off and comfortable. They rank high in household income and net worth, and invest in a broad spectrum of products. The younger individuals in the group have the option for an early, healthy retirement, yet often continue to work and earn well past traditional retirement ages. Their considerable discretionary time and money are spent on live theater, gourmet foods, boating, golf and travel. Rich and Retired consumers have a high propensity for luxury cars, both foreign and domestic.

Automotive Consumer Group 4: Married with Children

High Propensity Vehicles: Mixed Origin, Minivan

Number of Consumer Households within Segment: 14,156,500

Defining Characteristics: This group (age 30 and up), is in their prime child-rearing years and often define themselves by the parental roles they occupy. Mostly well-educated professionals with dual incomes, their careers support their active lifestyles. That includes good homes in fashionable neighborhoods, the wants and needs of their school-age children and a variety of outdoor, school and community activities. Though maxed out on time and obligations, they still exercise at fitness clubs, turning to the Internet and radio to stay current. Married with Children consumers have a high propensity for minivans.

Automotive Consumer Group 5: The Single Life

High Propensity Vehicles: European / Japanese Sports Cars

Number of Consumer Households within Segment: 9,426,000

Defining Characteristics: The people in this group (average age 36-65) share upper-middle incomes and enjoy a lifestyle reflective of the best elements of the single life. The younger individuals of the group are building careers and are not yet encumbered by the responsibilities – and costs – of marriage and children. The older individuals are empty- or never-nesters, and are enjoying the freedom of having a good amount of discretionary income. As a group, they spend their leisure time between outdoor activities and the Internet, which they visit more than once a day. The Single Life consumers have a high propensity for sports cars.

Automotive Consumer Group 6: Urban Marrieds

High Propensity Vehicles: Mixed Origin, Mixed Vehicle Type

Number of Consumer Households within Segment: 8,955,200

Defining Characteristics: The age range of this group is 24 – 65, but their activity level is well above those of their peers. They are fitness enthusiasts, enjoying swimming, golf and jogging along with more adventurous outdoor sports. Mainly married without kids, they still enjoy spending money on friends' kids and their busy lifestyles. Their often dual incomes range from middle to middle-upper, but their time-constrained lifestyles lead them to have a higher than average reliance on the Internet for shopping. Urban Marrieds consumers have a high propensity for a wide range of vehicles from various manufacturers, including pickups, subcompacts and SUVs.

Automotive Consumer Group 7: Working for a Living

High Propensity Vehicles: Japanese or Korean, Sports Car

Number of Consumer Households within Segment: 8,218,000

Defining Characteristics: Although it includes individuals from 18 – 55, this group has similar incomes but is split with people going in different directions. At the young end of the spectrum are students and those with first mortgages. In the middle are singles comfortable in their mid-range lifestyles. And at the older end are newly single individuals who may or may not be raising children. Savvy Internet users, they bank, shop, purchase movie tickets and search for employment online. Working for a Living consumers have a high propensity for Japanese or Korean sports cars.

Automotive Consumer Group 8: Wide Open Spaces

High Propensity Vehicles: Domestic, Full-Size Pickup

Number of Consumer Households within Segment: 18,987,000

Defining Characteristics: A rural lifestyle unites this group of mostly 30-65-year-olds while a wide disparity of income divides them, ranging from low-middle (the majority of the segment) to affluent. Their mindsets, however, vary greatly, from working, farmland families at the lower end of the spectrum to affluent individuals and couples who have voluntarily chosen to move from cities and suburbs and live "in the country." Wide Open Spaces consumers have a high propensity for domestic, full-size pickups.

Automotive Consumer Group 9: Unattached Urbans

High Propensity Vehicles: Korean Vehicles (Cars and SUVs)

Number of Consumer Households within Segment: 23,450,400

Defining Characteristics: This group represents an urban mix of singles with mostly high-school educations occupying clerical white-collar or blue-collar jobs. Living in the nation's largest cities and surround areas, the group is a melting pot of Caucasians, Asians, Hispanics and African-Americans. They are split between renters and owners, have few – if any – investments or bank accounts, and spend their discretionary dollars on relatively modest pastimes, such as the movies. Their ages average from 30 – 65. Unattached Urbans consumers have a high propensity for Korean cars or SUVs.

Automotive Consumer Group 10: Singles on a Shoestring

High Propensity Vehicles: Korean Cars

Number of Consumer Households within Segment: 12,710,300

Defining Characteristics: These singles span the generations from those who have grown up with computers (30-year-olds), to those who are retired and newly widowed (up to age 75). They mainly occupy a low socio-economic stratum with below-average college education, clerical and other blue-collar jobs. Net worth, however, is relatively good – especially for the older members of the group who have equity from homes, pensions, etc. Included within their ranks, however, are students who – as expected – make up a large share of those not gainfully employed in the workforce. They pinch pennies by necessity – especially those singles raising children or on a fixed income. Singles on a Shoestring consumers have a high propensity for Korean cars.

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