

Alternative Powerplants from Hybrids to Diesel to Electric

Hybrid Documents	Document
Government, Commercial Use of Electric Vehicles	<u>1392</u>
The percentage of local, state, federal, small-medium-large businesses that would consider an electric vehicle for their respective fleets and the primary motivation.	
Electric Car Usage If Purchased	<u>1391</u>
We asked those who were leaning toward buying an electric car with a range of 50 miles what they would do with that vehicle. Add it to the family fleet, replace a vehicle already in the fleet or simply unsure? Broken down by men and women.	
Hybrids: Used Prices Paid vs. Original Transaction Prices	<u>1246</u>
For Q1 of this year, the difference between the original transaction price for various hybrids and non-hybrid same-model vehicles. Compares private party and franchised dealer selling prices.	
Hybrid Intended Use	<u>1222</u>
The share of hybrid buyers who are using their vehicle for personal use has come down vs. a year ago. Shows the share who say they plan to use it for personal, personal/business or business-only use and the share that will have a company name prominently displayed on the vehicle.	
Used Prius Prices	<u>1203</u>
A by month look of what the used-vehicle buyers paid for Prius hybrids. These are transaction prices, not sticker or asking prices.	
Diesel Considerations	<u>1174</u>
Unheralded, but increasingly considered, the diesel engine in passenger cars and light trucks has reached a point where it is being considered by as many consumers as dual-mode hybrids.	
Reasons for Removing Prius from Shopping List	<u>1168</u>
It takes too long to offset gasoline savings, consumers tell us as their number one reason for removing the Toyota Prius from their new-vehicle shopping lists.	
Hybrid Owners and Their Other Family Fleet Vehicles	<u>1149</u>
Nearly 90 percent of Prius owners have mid-range and larger vehicles as their secondary and third household vehicles. A look at other hybrids and their owners' family fleet comparing it to non-hybrid vehicles of the same type.	
Electric Vehicle Consideration	<u>1148</u>
Consideration of a pure electric and the reasons for not considering including range, speed, maintenance, etc. Years 2000 to current.	
Hybrid Buyers Through the Purchase Process	<u>1140</u>
Deterioration of intenders through the Purchase Process until acquisition. Shows how many Prius, Accord, Civic, Escape and Mariner hybrid intenders actually buy these products after competitive analysis and price awareness.	
Reasons for Dissatisfaction with Current Hybrids	<u>1127</u>
From fuel economy disappointments to trouble with hybrid-related components, a quick overview of the reasons hybrid owners are dissatisfied with their dual-power vehicle.	
Hybrid Owners' Top Two Reasons for Selecting that Hybrid	<u>1109</u>
Owners of hybrids answer the specific questions about the reasons they bought a hybrid. Broken down by quarter for cy2004 and cy2005. Questions range from "Distinctive Styling"	

CNWbyWEB Alternative Powerplant Documents

to "Fuel Economy" to "Makes a Statement About Me." **Q1 '06 now included.**

Family Fleet Fuel Economy [1081](#)

A look at how the average family fleet fuel economy rates among those who own a Toyota Prius, Dodge Ram Hemi, Honda Accord Hybrid and other models.

Two Week Shopping List [1059](#)

By 10-day period from mid-cy04 through the end of '05, a look at the share of new-vehicle shoppers who have an SUV, Pickup, Passenger Car, Sport Wagon (CUV), Van or Hybrid on their to-buy list. Shows the ups and downs of hybrids as well as large SUVs.

Consideration of Hybrid Vehicles [1034](#)

The share of new-vehicle intenders who say they would consider buying a hybrid vehicle and the premium they would be willing to pay for that vehicle. Historic to current.

Hybrid vs. Conventional-Power [965](#)

Compares hybrid vs. conventional vehicles in terms of initial cost, fleet mpg, amount of fuel (cost) used over various mileages and overall cost including overhead and maintenance. Shows the fleet cost by hybrid and conventional vehicles.

This document shows data by market segment and the parity fuel price needed to justify buying a hybrid solely based on fuel cost savings.

Personal-Use Hybrid Sales [945](#)

Shows cy04 through a projected cy10 growth pattern. These are "true" hybrids used for personal use only and exclude fleet or business sales.

Ford Escape Hybrid Focus Group [875](#)

Before and after viewing information supplied online by Ford Motor Co. about its Hybrid Escape, this 312-person focus group (three cities) were won over to consideration of hybrid vehicles. We show consideration, anticipated price points, anticipated premium over gas only engines and the primary reasons for even considering a hybrid. (Conducted in May.)

Hybrid Vehicles -- Private Personal Use [481](#)

Toyota and Honda hybrid vehicle demographics compared against general U.S. auto demos.

Electric, Hybrid and Diesel Engine Acceptance [462](#)

Among "environmentally interested" California consumers, here's how they feel regarding diesel-electric, gas-electric (hybrids) and pure electric vehicles based on the likely price of those vehicles.

Hybrid Gas Electric Buyers [453](#)

Why did those folks buy the Honda and Toyota hybrid gas-electric cars? Here's a comparison that may be of interest and shows the differences.

Hybrid Motivators [135Q](#)

What drives hybrid vehicle buyers? A quarterly look at the key reasons' importance from emissions to fuel economy to "making a statement."

Diesel Documents

Diesel Additives in Europe [924a](#)

By country, we look at the share of European consumers who use diesel additives and why or why not.

Diesel Rejection [822](#)

Why are diesel engines "off the table" for many new-vehicle intenders? Here's a look at the four primary reasons consumer don't intend to buy a diesel-powered car or truck broken down by male and female intenders.

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To Diesel or Not to Diesel

[782](#)

How much consideration would American consumers give to a diesel option? We look at two key components in that matrix. First, various price premiums and, second, the likely increase in fuel economy. Net: Not much interest as a fuel economy alternative.

Electric, Hybrid and Diesel Engine Acceptance

[462](#)

Among "environmentally interested" California consumers, here's how they feel regarding diesel-electric, gas-electric (hybrids) and pure electric vehicles based on the likely price of those vehicles.

Diesel Engines

[309](#)

Why do people buy a car or truck with a diesel engine? The top reasons given in a national CNW study are in this document.

Alternative Fuel Vehicles

[351](#)

A look at the alternative fuel vehicles being offered by automakers including a breakdown by type (such as electric) and model; engine type and other specs.