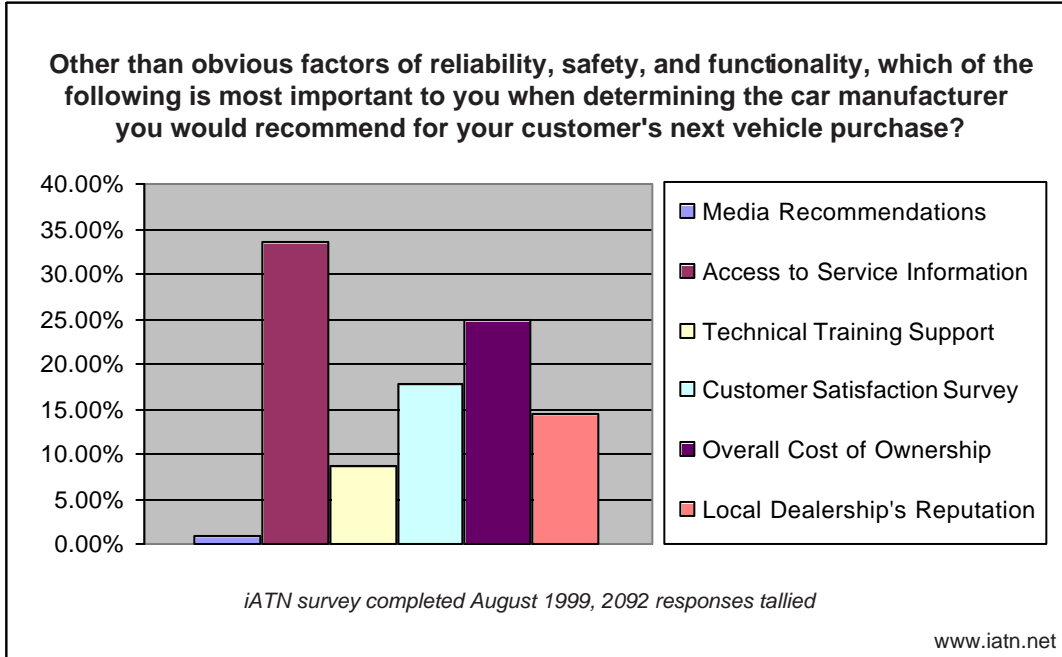




Member Survey

Vehicle Recommendation Criteria



Other than obvious factors of reliability, safety, and functionality, which of the following is most important to you when determining the car manufacturer you would recommend for your customer's next vehicle purchase?

Access to Service Information	33.5%
Technical Training Support	8.7%
Customer Satisfaction Survey	17.7%
Overall Cost of Ownership	24.9%
Local Dealership's Reputation	14.4%
Media Recommendations	0.90%