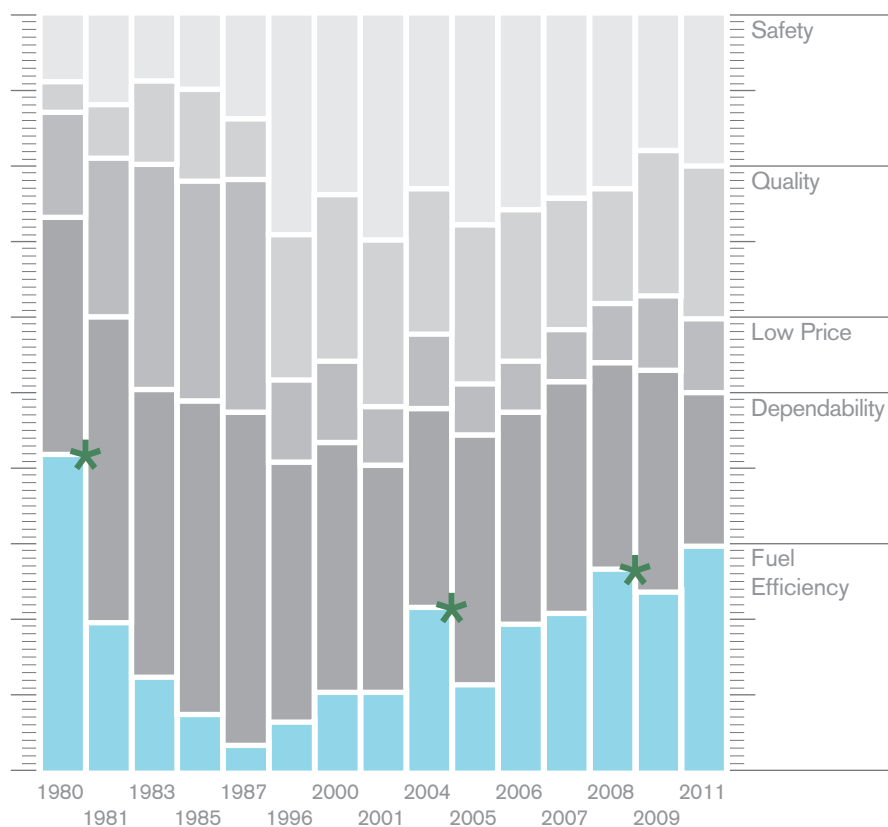


The Flux Report™

Fuel Efficiency Edition, July 2011

Upward trend in the importance of Fuel Efficiency to consumers purchasing motor vehicles



- *1980 - gasoline prices topped \$1.00 (\$2.74 adjusted for inflation)
- *2004 - gasoline prices topped \$2.00 (\$2.39 adjusted for inflation)
- *2008 - gasoline prices topped \$4.00 (\$4.20 adjusted for inflation)

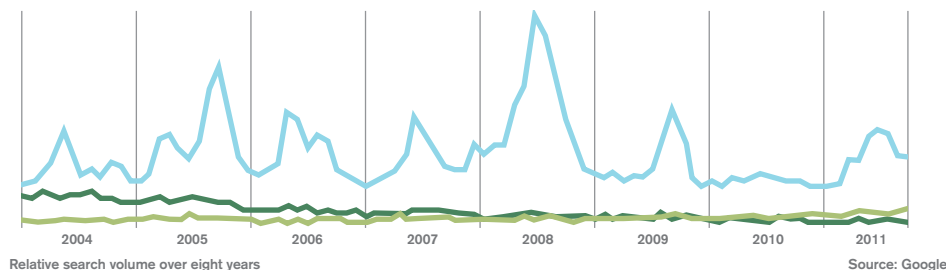
Source: Opinion Research Corporation International for NREL, J.D. Power

Top 5 Consumer Concerns about Fuel Efficient Vehicles

- 1 Operating costs vs. Purchase price
- 2 Safety
- 3 City vs. Highway MPG
- 4 Power
- 5 Passenger capacity

Source: Consumer Federation of America, Wikipedia

Relative Search Volume for Fuel Efficiency vs. Vehicle Safety vs. Quality Auto



Relative search volume over eight years

Source: Google

Top Related Search Terms For "Fuel Efficient"

across administration advances air amount announce applications arch auto
 automobile bbc biggest board broadcast brought bruce building buy buying california
 car-pool center china clean collective comparable confess confession credits dealers
 design driveclean electric energy-efficient exhibits
 fossil gov green guide hybrid news pool power race save
 technological today vehicle wanted will

Size of terms indicates the relative search volume

Source: Google