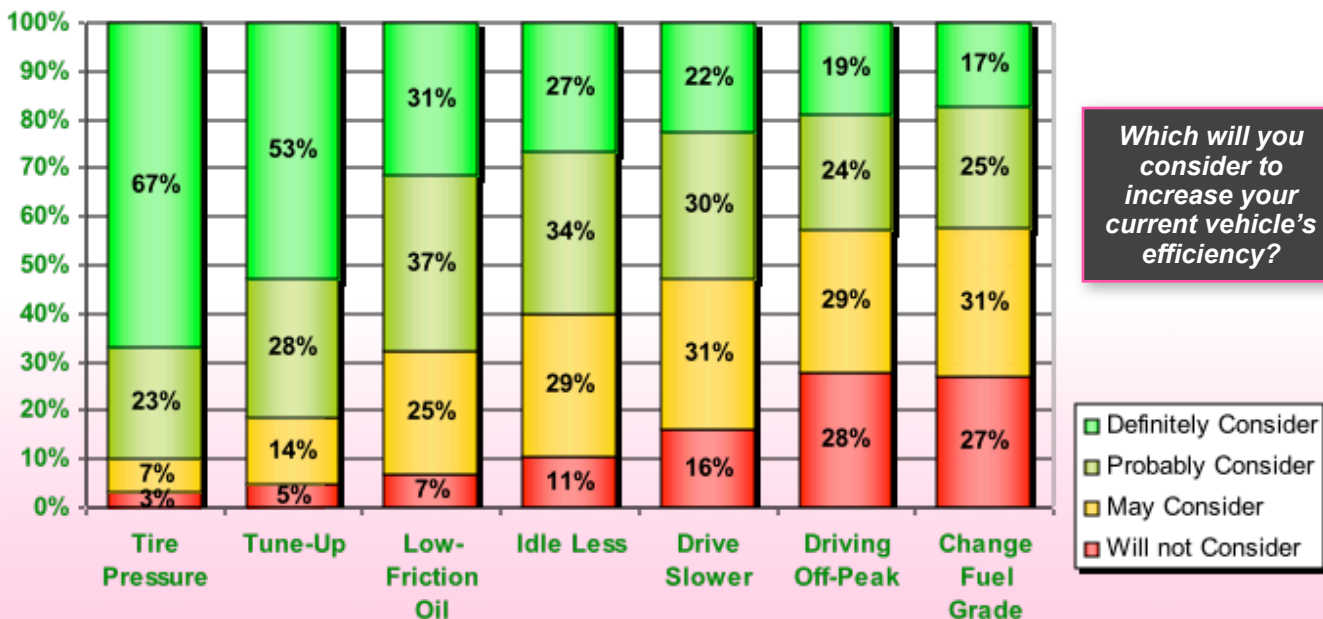


## CONSUMERS SEEK A QUICK FIX TO FIGHT THE BATTLE AT THE PUMP



Gas prices are at **historic highs**, impacting **everything** we do.. TNS asked 2,500 consumers what they are considering to **increase the efficiency** of their **current** vehicles. The results show **business opportunities** for some and **challenges** for others..

The most prominent consideration is **optimizing tire pressure**—possibly because it is **quick, inexpensive**, and can be a **do-it-yourself** solution. Tune-ups and changing oil grades are next in the queue and may **benefit from being one-time solutions**. The others may trail because they require **recurring** changes in behavior.



Not included here is consumers' **perceived value, expected price** and **willingness to pay**. For example, consumers seem to already accept the **value proposition of low-friction oil**, but they **may not see the value** of stepping up **fuel grades** to improve efficiency. Separately, the results may set the stage for **ancillary revenue opportunities**. For example, consumers bringing in their vehicles for a tune-up or oil change could be **upsold on other services**.. Automakers and independents may want to consider discounted tune-ups and oil changes to best attract consumers and **leverage this opportunity**.

TNS is the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. For additional information on these results contact Lincoln Merrihew of TNS Automotive (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com)