

# Demographic Groups Rank Most Buzz-Worthy New Vehicles

**Domestic Launches Creating Most Buzz, Mercedes-Benz CLS Universally Viewed as Sophisticated**

PRNewswire  
IRVINE, Calif.

New-vehicle launches creating the most buzz differ greatly by demographic and vehicle consideration groups, according to the 2006 AutoVIBES Demographics reports, now available from online research leaders Harris Interactive® and Kelley Blue Book Marketing Research. The annual AutoVIBES Demographics series of reports provide significant insight into the diverse vehicle shopping preferences and opinions of different age groups, ethnicities and segment consideration groups.

Most Buzz-Worthy New Nameplates Among Demographic/Vehicle Consideration Groups

Demographic	New-Vehicle Nameplate Seen as Having the Most Buzz
Generation Y (Born from 1977-1986)	Chevrolet Cobalt
Generation X (Born from 1965-1976)	Hummer H3
Baby Boomers (Born from 1946-1964)	Dodge Charger
Pre-Boomers (Born 1945 and earlier)	Ford Five Hundred
Hispanic	Ford Shelby Cobra GT 500
Asian	Lexus 400h
African-American	Dodge Charger
Luxury Considerers	Mercedes-Benz CLS
Minivan Considerers	Ford Freestyle
Truck Considerers	Dodge Charger
SUV Considerers	Hummer H3
Sporty Car Considerers	Ford Shelby Cobra GT 500
Sedan Considerers	Ford Five Hundred
Hybrid/Alternative Fuel Considerers	Dodge Charger

AutoVIBES examined 49 new-nameplate launches in 2005, 25 of which were domestics. Car-buyers in 14 demographic/vehicle consideration groups rated 12 domestics and only two imports as being the most buzz-worthy.

"Domestic manufacturers have recently introduced some exciting new products that are catching the eye of many consumers," said Jack R. Nerad, executive editorial director and market analyst for Kelley Blue Book and kbb.com. "The highly-anticipated Dodge Charger is making waves among buyers in many different demographics."

The new AutoVIBES study also shows vehicle shoppers of all generations see domestic vehicles as the most buzz-worthy, although each generation rates a different domestic vehicle in the top spot. The youngest age-group surveyed, Generation Y, and the oldest age-group surveyed, Pre-Boomers, had only one vehicle in common on their top five buzz list: Dodge Charger.

Different Generations Weigh In: The Top Five New-Vehicle Nameplates with the Most Buzz

Rank	Generation Y (Born from 1977-1986)	Pre-Boomers (Born 1945 and earlier)
1	Chevrolet Cobalt	Ford Five Hundred
2	Dodge Charger	Buick LaCrosse
3	Ford Shelby Cobra GT 500	Cadillac DTS
4	Hummer H3	Ford Freestyle
5	Pontiac G6	Dodge Charger

While different groups chose a variety of vehicles as most buzz-worthy, there was universal agreement among all that the Mercedes-Benz CLS was the most "sophisticated." In addition, the Pontiac Solstice was rated high by all groups for being "exciting," "youthful" and "imaginative."

The complete set of AutoVIBES Demographic Reports consists of 14 separate reports under three series categories: Ethnicity, Generation and Vehicle Consideration. The Generation series contains reports for Generation Y, Generation X, Baby Boomers and Pre-Boomers. The Vehicle Consideration reports are offered by vehicle segment, including: Hybrid /Alternative Fuel Vehicles, SUV, Sedan, Truck, Minivan, Luxury and Sporty/Performance/Convertible. Custom groups, including make considerations, are available upon request.

"The knowledge gained from these reports provide insight into the various similarities, differences and preferences among vehicle shoppers of all ages, ethnicities and consideration groups," said Rick Wainschel, vice president of marketing research and brand communications for Kelley Blue Book. "As auto manufacturer marketing campaigns become more targeted toward specific demographics, understanding the impact of new-model launches as well as key purchase-decision factors among these groups could prove invaluable."

Each AutoVIBES Report contains detailed analysis of each group's:

- \* Make ownership, consideration and loyalty
- \* Vehicle segment ownership and consideration
- \* Reaction to new model launches: awareness, familiarity, favorability, consideration, attribute ratings
- \* Key vehicle purchase decision factors
- \* Reliance on incentives: effects on timing of purchase, likelihood to purchase in absence, dependency
- \* Effects of gas prices on purchase decision
- \* Hybrid engine attitudes
- \* Key safety factors
- \* Financial outlook for upcoming year
- \* Auto enthusiast level
- \* Detailed subgroup profile

AutoVIBES is a study resulting from a strategic alliance between Harris Interactive and Kelley Blue Book Marketing Research, delivering timely and insightful analysis tracking vehicle shopping trends and reactions to more than 30 new model launches each month. AutoVIBES combines the online automotive research expertise of Harris Interactive with targeted sampling from Kelley Blue Book's popular Web site, kbb.com. This survey was conducted online in 2005 among more than 20,000 U.S. adults 18 years and older who are in-market vehicle shoppers and within 12 months of purchasing or leasing a new vehicle.

AutoVIBES Demographic Reports are available for purchase by the individual report, as a series or as an entire set. For more information about AutoVIBES or any forthcoming series of reports this year, or to purchase reports, please contact Kelley Blue Book Marketing Research at 949-268-2756 or Harris Interactive at 877-919-4765.

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To become a member of the Harris Poll Online(SM) and be invited to participate in future online surveys, go to [www.harrispollonline.com](http://www.harrispollonline.com)

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SOURCE: Kelley Blue Book

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