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International Market Solutions announces a new market study...

Golf Car-Type Vehicles and The Emerging Market For Small, Task-Oriented Vehicles in the United States; Trends 2000-2006, Forecasts to 2012

IMS announces publication of its fourth market study in a series of analyses on the small vehicle market in the United States. The study, as in the past, focuses on the key markets and market segments for golf car-type vehicles, the neighborhood electric vehicle (NEV), and heavy duty utility vehicles.

The small, task-oriented vehicle industry marked several milestones in the past two years that lay the groundwork for what International Market Solutions (IMS) believes will be a significant expansion in the next five years. These milestones include:

- Key new product entries that will boost performance and comfort, thereby expanding the market;

Features of this latest IMS study of the small, task-oriented vehicle (STOV) market....

- Key market data and forecasts three major small vehicle segments: Golf course fleet vehicles; privately-owned (personal use), including LSVs, and utility vehicles;
- Product review and analysis in each market segment;
- Special feature:* Coping with new markets: In-depth interviews with 31 small vehicle dealers;
- Special features* on high performance electric power technology and global sourcing;
- The changing market dynamics of new versus used and refurbished vehicles.

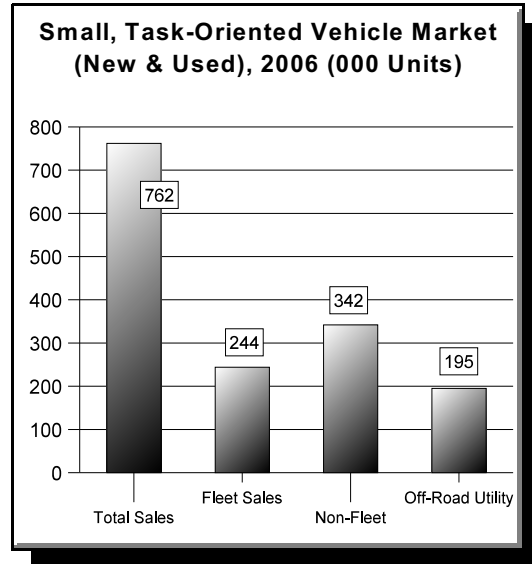
- Continued evidence of the globalization of the small vehicle industry, particularly in the sourcing of parts and accessories;
- A major concentration of sales efforts and capacity expansion in off-road vehicles by three traditionally separate industry sectors: golf car manufacturers, commercial/industrial utility vehicle manufacturers, and recreation vehicle companies.

Market Expansion Brings Over \$2 Billion in Sales

The study finds current small, task-oriented vehicle sales in excess of 750,000 units, including new and used golf car-type vehicles plus off-road utilities. (Of golf car-type vehicles about 60% are used).

Dollar volume associated with STOVs is estimated at \$2.2 billion at the manufacturers level and over \$3.2 billion at the end market. By 2012 STOV end market sales should reach close to the \$5.5-\$5.7 billion range.

Source: IMS

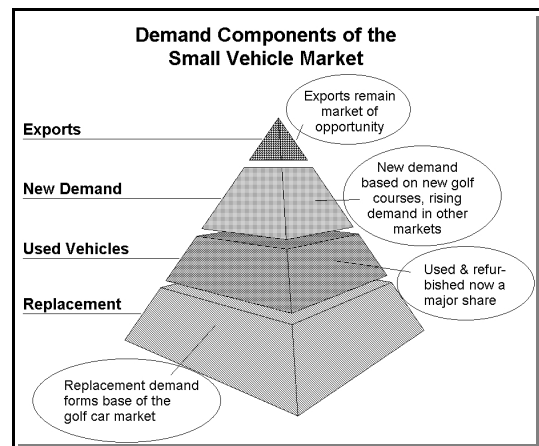


Privately-owned and utility vehicle segments build into major volume segments amidst changes in dealer orientation and tightening of used vehicle supplies

In-depth interviews with 31 dealerships indicates a refocusing of major company dealer networks to a more diversified marketplace and changing market segment growth patterns.

IMS research also shows a significant shift in the availability of used vehicles from oversupply to a tight market, with implications for the outlook between new and used vehicles.

The outlook for the STOV industry continues to be favorable despite current economic uncertainties (late 2007-early 2008) in the United States. Not surprisingly, the outlook is strongly



conditioned by rising fuel prices and regulatory pressures for clean air and reduced carbon footprint.

IMS's Research Investigates the Details of Market Growth

IMS's studies of the small vehicle market are unique for their detailed formulation of market structure and analysis of market growth, segment by segment. In particular, our clients will get information, insights, and forecasts relating to:

- Three critical segments of the market: fleet golf cars, privately-owned vehicles and utility vehicles;
- Growth potential of the NEV market and the significant gains in heavy duty, utility vehicles;
- The impact of newly applied technologies that will broaden the market for electric-powered vehicles and lead to higher growth;
- The expanding global network of parts and accessories and its implications;
- Feedback from 31 in-depth interviews of dealers and introduction of an extensive IMS database of manufacturers, components suppliers, and vehicle models and their characteristics.

Analysis of factors driving the market

The current IMS study looks closely at the factors underlying market growth and assesses the impact of:

- ▶ The continuing slow down of new golf course construction and the leveling-off of golf participation;
- ▶ Increasing development of gated or closed communities-one of the leading factors in the increasing ownership of privately-owned golf cars and neighborhood electric vehicles and other LSVs;
- ▶ State and local laws and ordinances allowing on-street use of low-speed vehicles-giving rise to the whole new class of LSVs, which are now fully encompassed in NHTSA safety equipment regulations;
- ▶ Changes in key Federal and State legislation which mandates alternative fuel and electric vehicles;

- ▶ Population and workplace demographics favoring living environments conducive to use of privately-owned golf cars and low-speed vehicles;
- ▶ Market conditions favoring the growth of electric powered small vehicles;
- ▶ Product developments that will increase the market for electric vehicles.

For whom will the study be important and why?

The study is directed toward marketing executives, senior corporate strategists, and market researchers engaged in all aspects of the small vehicle industry—including vehicle manufacturers and refurbishers, components and materials suppliers, and providers of electric power . The study should be valuable tool for those who must address the issues of short term performance, as well as those of overall corporate strategic direction.

Fees and Availability

The fee for the study is \$3,150.00 and is immediately available. A PowerPoint® presentation of the report is available for an additional \$550. Extra copies may be ordered for an additional fee. Orders may be placed by calling Stephen Metzger, IMS Managing Director, at (914) 293-7577, or order via:

- Fax: (914) 788-1550
- e-mail: icaworld@optonline.net

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