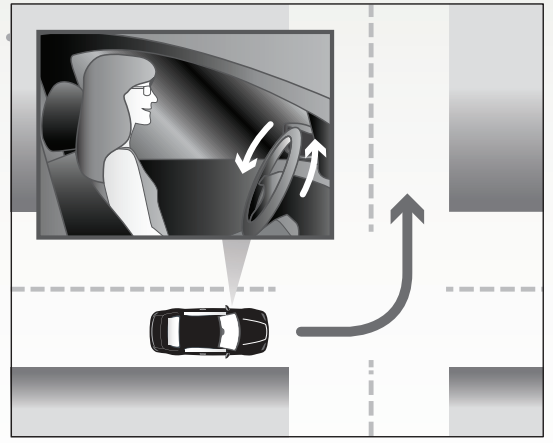


SPOTLIGHT | Autonomous Driving

Based on findings from the J.D. Power and Associates 2012 U.S. Automotive Emerging Technologies StudySM

Autonomous driving functions, including steering and acceleration, are functions automatically controlled by a vehicle that require minimal human interaction in order to improve driving convenience or when there is an emergency.

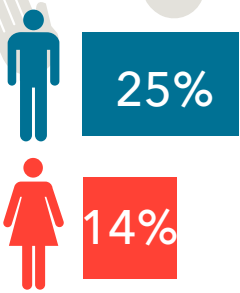
The 2012 U.S. Automotive Emerging Technologies Study measures vehicle owners' interest in three emerging semi-autonomous driving technologies, as well as interest in a fully autonomous driving technology that is still under development.



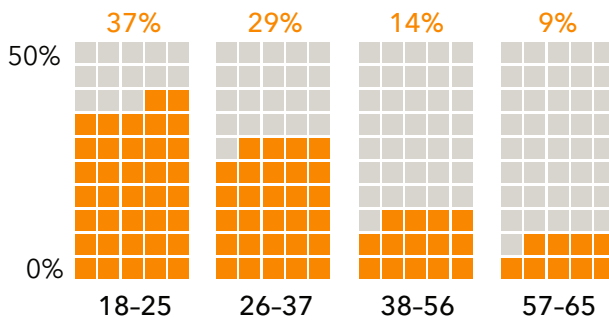
Fully Autonomous Driving

Definitely/Probably Would Purchase, based on a market price of \$3,000

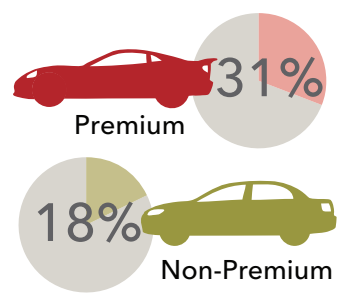
MALE VS. FEMALE



AGE



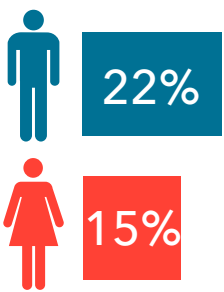
VEHICLE TYPE



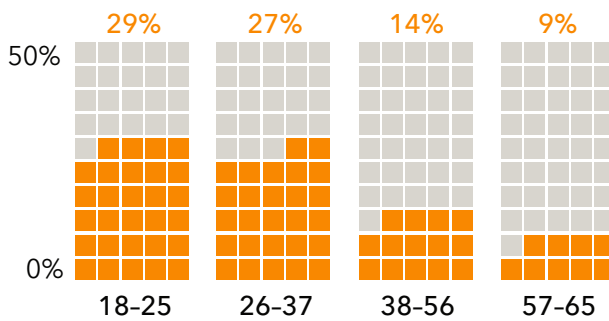
Speed Limit Assist

Definitely/Probably Would Purchase, based on a market price of \$800
(Semi-autonomous—vehicle camera sees speed limit signs and adjusts speed)

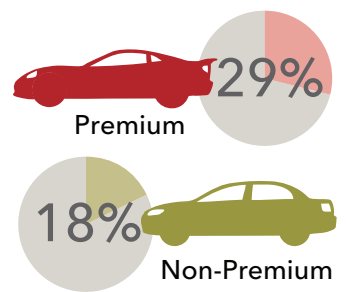
MALE VS. FEMALE



AGE



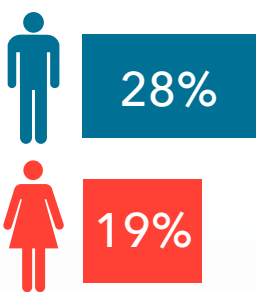
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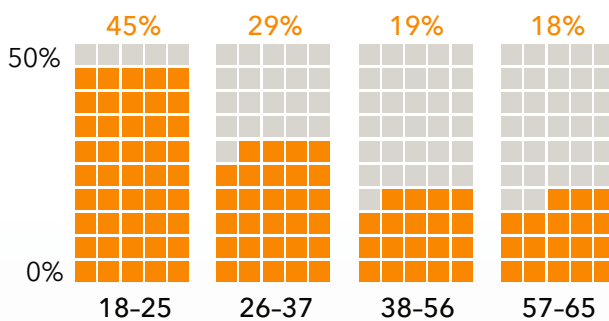
Emergency Stop Assist

Definitely/Probably Would Purchase, based on a market price of \$800
(Semi-autonomous—engages only in emergencies)

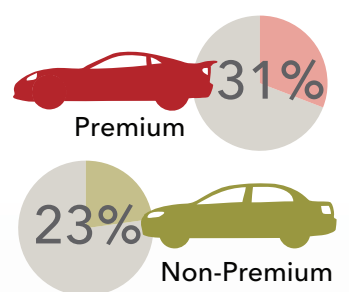
MALE VS. FEMALE



AGE



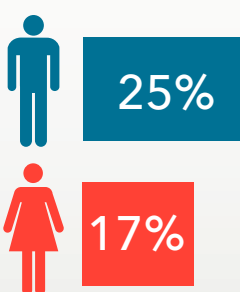
VEHICLE TYPE



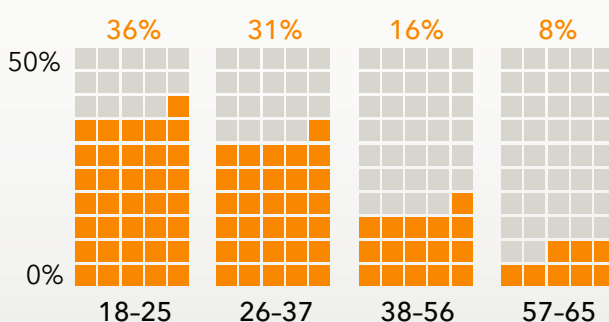
Traffic Jam Assist

Definitely/Probably Would Purchase, based on a market price of \$800
(Semi-autonomous—steers, maintains proper distance between vehicles, and stops)

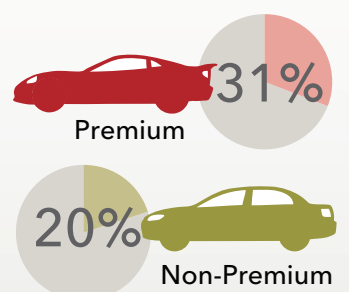
MALE VS. FEMALE



AGE



VEHICLE TYPE



Source: J.D. Power and Associates 2012 U.S. Automotive Emerging Technologies StudySM

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