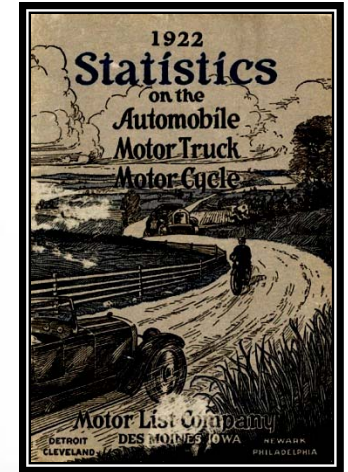


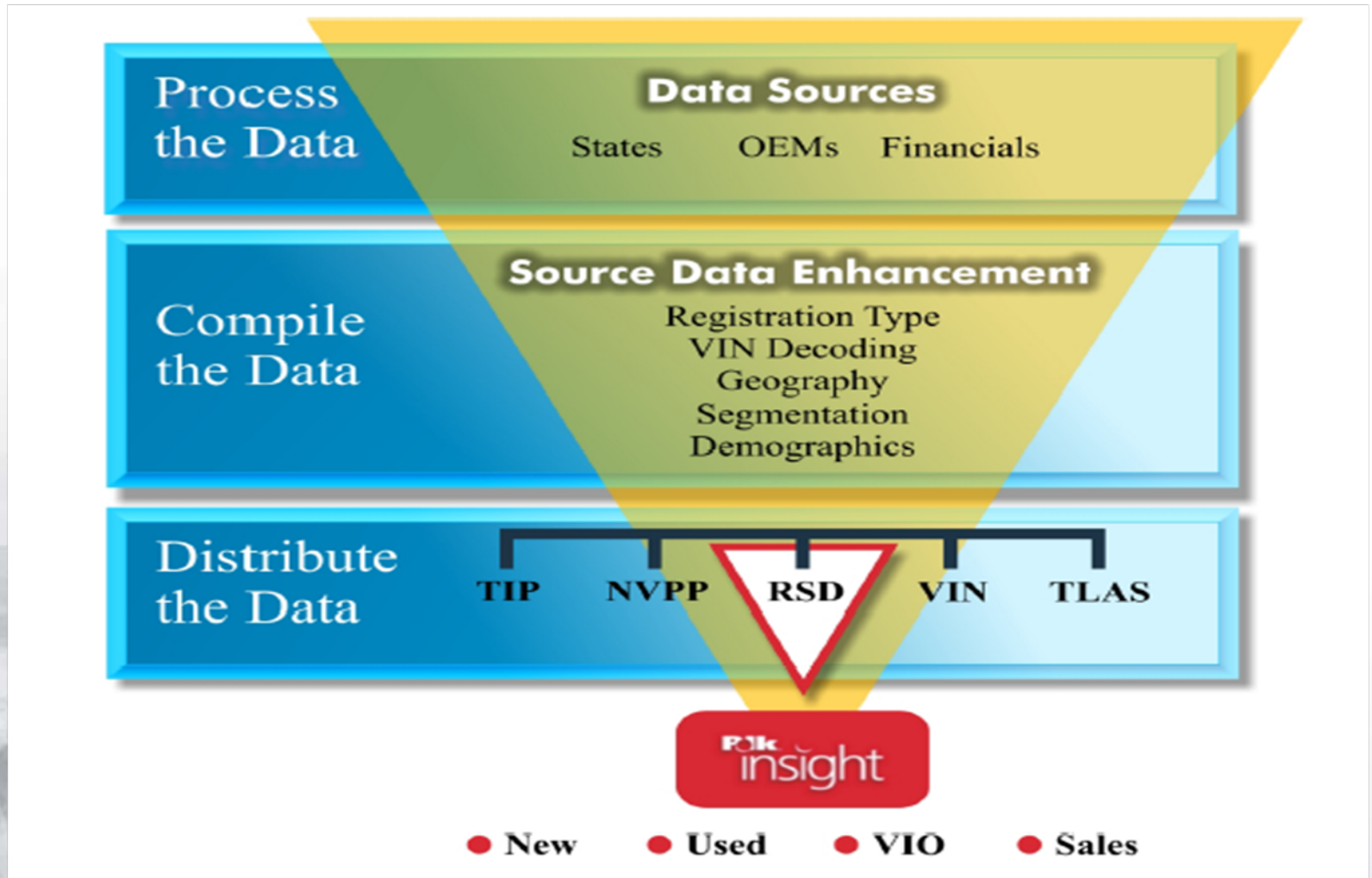
R. L. Polk & Co.

Polk Background

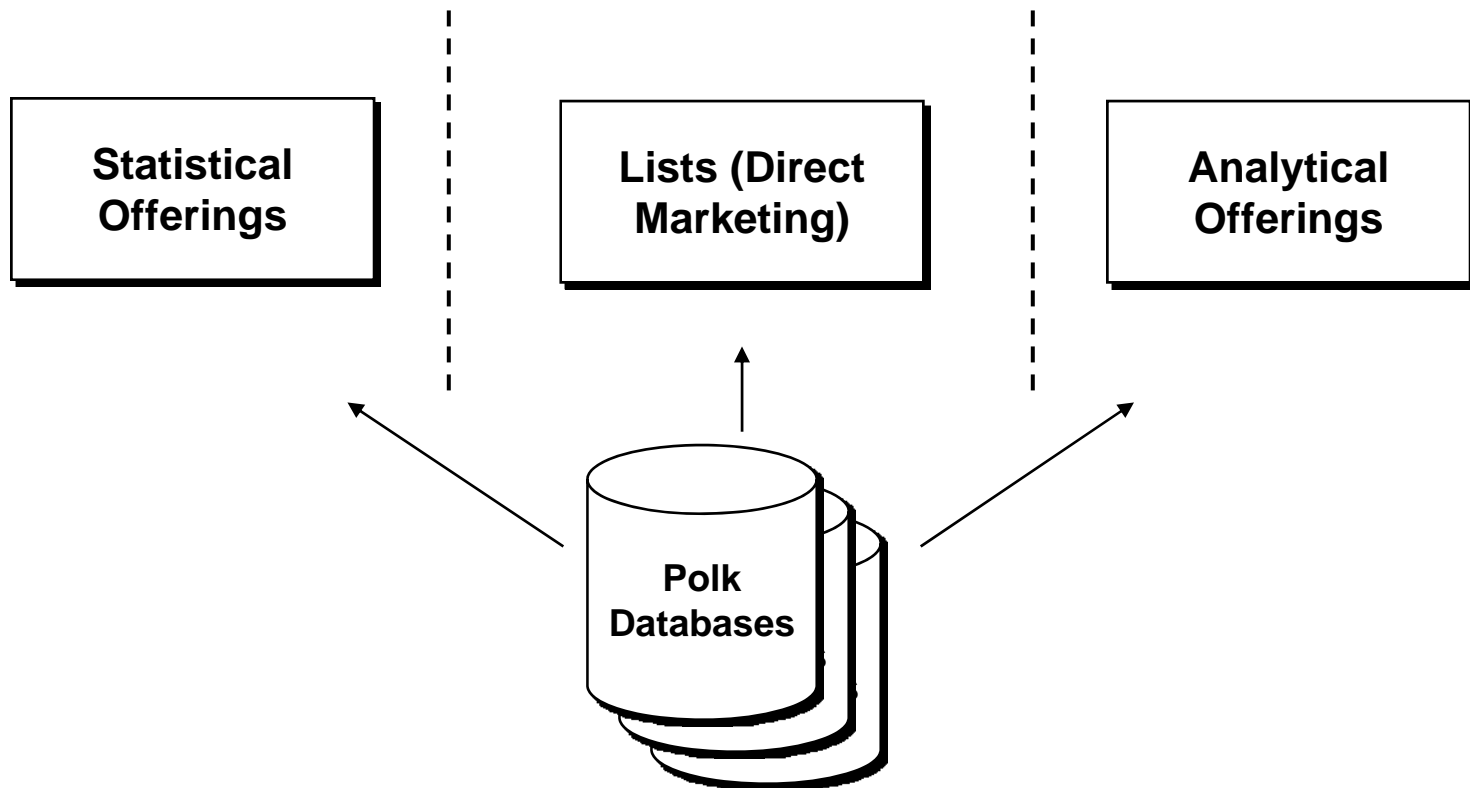
- *Began compiling automotive statistics in 1922.*
- *Manufacturers and Dealers have been clients for over 80 years.*
- *Provide statistical and direct mail products to customers in multiple markets including Vehicle Aftermarket, Commercial Vehicle, Market Research, Advertising, Consulting, Media and Finance.*
- *Gather automotive information on over 200 million vehicles annually.*
- *Information sourced from over 30 different data providers globally.*



The Data



Polk compiles and standardizes the data from the states, OEs, financial organizations and other third-party sources. The data is then used to produce the following categories of end products.



PERC Study

What concerns do fleet managers have.....

PERC Study

- **Background**
- Polk was asked by PERC to help identify current issues facing fleet managers.
- This will help PERC in their marketing efforts of promoting propane as an alternative fuel to fleet managers.

- **Research Objectives**
- Identify issues of concern facing fleet managers
- Discover fleet managers' understanding of alternative fuels and their reaction to propane
- Get a better understanding of market potential for propane trucks

Findings

- Familiarity with propane is generally low.
- The rising cost of fuel is the most important.
- Lifetime cost of ownership must include re-sale of the truck.
- Fleet managers are concerned with driver-related issues
- Organizations and fleet managers value the environmental benefits of alternative fuels.
- Fleet managers are concerned about the issues specific to propane:
 - Different maintenance requirements
 - Availability of mechanics
 - Safety of propane
 - Impact on vehicle performance
 - Infrastructure.

More Findings.....

- Lack of infrastructure is a deal-breaker. Fleet managers must be convinced that propane fueling is readily available.
- A geographical concentration of marketing and sales effort could help with many issues. (Target)
- Focus group attendees reported that NAFA does not provide them with the information on alternative fuels.

Polk's Commercial Vehicle File

Polk helps manufacturers, dealers and aftermarket companies gain a competitive advantage helping to understand:

- *Market position*
- *Identify trends*
- *Brand Loyalties*
- *What types of commercial vehicles are being purchased*
- *How the vehicles are being used*
- *Where the commercial vehicles are registered*
- *Who is registering the vehicles*
- *Affordable and profitable ways to reach commercial customers*
- *Where best to prospect for new business*

Commercial Account File

Comprehensive, online direct marketing database system allows you to:

- *select*
- *count*
- *analyze*

Polk's Commercial Account File includes more than 25 million commercial car and truck records allows for selections based on:

- *Fleet characteristics (number of vehicles, vehicle type, new/used, purchase date, etc.)*
- *Vehicle characteristics (make, series, model, year, body style, fuel code, drive type, GVW, etc.)*
- *Geography (US level-ZIP) and SIC Code*

Commercial Vehicle Attributes

- *Make*
- *Model*
- *Year*
- *GVW*
- *Fleet Size*
- *New/Used Lease*
- *Fuel Type*
- *Doors*
- *Cylinder*
- *Manufacturer Corp*
- *Truck*
- *Car*
- *Body Type*
- *Engine Indicator*
- *Carb Type*
- *Wheels Driving*
- *Load Capacity*
- *Body Style*
- *Firm Name*
- *Firm Address*
- *Contact*
- *Contact Title*
- *Phone*
- *SIC#1/Description*
- *SIC#2/Description*
- *Employee Size*
- *Sales Volume*

Why Polk?

- Stability
- Years in Business
- Experience & Resources
- Current Legislation Support & Action
- Future Direction – Roadmap to Automotive Customers

- Technology
- Initiatives & Actions
- Flexibility/Compatibility
- Security & Protection

- Solution Stability
- Data Sources & Component Flexibility
- Coverage
- Data Integrity
- Frequency & Freshness of Data

- Commitment to Excellence
- Customer Initiatives & Focus
- Quality Assurance & Process
- Data & Automotive Advancement

Questions????