

# GREEN CAR INSTITUTE

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*A Non-Profit Corporation*

## **MULTI-CLIENT STUDY:**

### THE MARKET POTENTIAL OF NEIGHBORHOOD ELECTRIC VEHICLES IN MASTER-PLANNED COMMUNITIES



Green Car Institute, a non-profit research and educational organization, has conducted a major study of the market for neighborhood electric vehicles (NEVs). The study measures the potential for NEVs, focusing on their primary consumer market, master planned communities.

*The Market Potential of Neighborhood Electric Vehicles in Planned Communities* quantifies current market size and estimates and forecasts demand for this class of vehicle. In addition, the study explores price and feature expectations of consumers. In its analysis of the results, GCI draws on the experience of Green Car Marketing & Communications' recognized leadership in this area to present a thorough definition of the potential for, and obstacles to, this developing market.

Green Car Institute's background includes the landmark study of the electric vehicle market in California presented to the California Air Resources Board in September 2000: *The Current & Future Market for Electric Vehicles*. The study remains the most thorough publicly available research quantifying the market potential of, and analyzing obstacles to, the mass marketing of battery electric vehicles.

## OBJECTIVES OF THE STUDY

Study objectives include the following:

1. Purchasing Plans and Decision Process: Specific consumer intentions for acquiring NEVs and key factors in the decision process are covered in this study.
2. Consumer Profile: The study provides insight about consumers' travel behaviors, income profiles, product awareness, and NEV purchase price thresholds.
3. Product Requirements: One of the most important topics in this study, the research program identifies and defines the specific product functionality required for a NEV to successfully meet consumer needs.
4. Product Utilization: What is the extent of current penetration of NEVs in these communities? How are those NEVs being used?

## SCOPE AND METHODOLOGY

The study focuses on master planned communities in select states and regions, providing insight into the evolving and expanding NEV market. Leading experts in the advanced transportation vehicle field have designed this study's survey instrument and have performed detailed data analysis.

## REPORT AND PRESENTATIONS

Each subscriber will receive two hardcover copies of the study report, which will include as a **Special Bonus** a *NEV Competitive Matrix* of all popular neighborhood electric vehicles available. Additional copies of the report may be ordered for \$150 each. A CD version is available to subscribers at an additional cost of \$250.

## STUDY AVAILABILITY

The study is now complete and ready to be sent to subscribers via FedEx Priority Overnight.

## PRICE AND PAYMENT DETAILS

Regular subscription is \$3,000. Special subscription pricing of \$2,500 is being offered through the end of April 2004. Subscription fees are payable upon receipt of invoice.

## SUBSCRIPTIONS AND INFORMATION

Contact Ron Cogan at 805.541.0477  
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### ADDITIONAL BONUS FOR SUBSCRIBERS!

Subscribe to *The Market Potential of Neighborhood Electric Vehicles in Planned Communities* prior to April 30, 2004, and you'll receive GCI's **NEV Roadmap to Planned Communities**, an information-packed \$1,500 resource guide, for just \$500... **a savings of \$1,000!** *NEV Roadmap to Planned Communities* lends insight into the future market for NEVs, providing a summary of "new urban" master planned communities in 11 key states and detailing their content, status, and principal contacts.