



2008 Chrysler 300 LWB Livery Study



FORESIGHT MARKETING RESEARCH

• Return on Investment •

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Foreward

- There is always a question as to how a new vehicle entry will be accepted by customers of the chauffeured transportation industry. To answer this question, Accubuilt selected Foresight Marketing Research, a respected market research firm often used by the Big Three, to sample customer experience and perception of the new Chrysler 300 LWB in actual service. Foresight worked with two early adapters of the Chrysler 300 LWB: *Metro Cars* in Detroit and *Prime Time Shuttle / GoSedans* in Los Angeles. Both operations utilize a number of Chrysler LWB 300's and competitive LWB sedans in their fleets.
- Please recognize that these Chrysler 300 LWB's were early 2007 model year cars equipped with non-traditional light gray leather interiors. They predated the 2008 model year mid-cycle freshening which addressed many of the concerns over the interior. There is now a choice of two black leather interiors. Both represent improved quality and appearance over the cars used in this Survey. Operators now have a choice between the standard black leather in the Touring model or the upscale premium leather from the 300C model along with upgraded door trim panels with walnut wood accents.
- Despite the apparent disadvantage of interior color, customers rated their experience in the Chrysler 300 LWB comparable to other livery vehicles they experienced in the past.
- The Chrysler 300 LWB stands up to customer scrutiny in actual service. With comparable rear seat leg and head room to the Lincoln L, the Chrysler 300 LWB offers a viable alternative to the Lincoln L. Now, take a look at what actual customers had to say.



Study Background and Objectives

Founded in 1923 as the Superior Motor Coach Body Company, Accubuilt is the world's leading specialty vehicle manufacturer. In 1981 the company merged with its largest competitor, The S&S Coach Company and consolidated all operations in one facility. The S&S Coach Company has been in continuous operation since 1876 and maintains the standards of excellence that have allowed this Company to prosper for 130 years. Those standards include top quality products and comprehensive customer service.

The Accubuilt Lima Ohio facility is the exclusive production plant for the W.P. Chrysler Executive Series 300 LWB. These sleek, longer wheelbase models are assembled on a recently added, tightly controlled, separate production line. Highly trained personnel, equipped with precision tools and equipment ensure that the W. P. Chrysler Executive Series units are produced to meet the exacting quality standards of both Chrysler Corporation and Accubuilt, Inc.

In January, 2008, Accubuilt commissioned Foresight Research to conduct primary research among customers of Livery services who were picked up in a Chrysler 300 LWB vehicle. The principal objective of the research was to determine if passengers were satisfied with the vehicle itself, and if they would object to having a Chrysler 300 LWB vehicle dispatched for their next Livery service use. Secondary objectives included gathering passenger awareness of the vehicle's brand, ratings of various aspects of the vehicle, and recording any passenger comments, both positive or negative.

Methodology

The methodology for the Study was a self-administered passenger survey, whereby the drivers of two major Livery companies, one in Detroit and another in Los Angeles, distributed the surveys to passengers in livery company vehicles. The passengers were asked to complete the survey during the trip in the vehicle. Paper copies of the survey were distributed to both livery companies along with driver instructions for survey administration. This approach allowed for a reliable comparison of the two groups (Chrysler 300 LWB passengers versus passengers of competitive vehicles).

During the survey, passengers were in the following vehicles: for Detroit the vehicles were Lincoln L, Cadillac DTS or Chrysler 300 LWB; in Los Angeles, the vehicles were Lincoln L, Mercury Grand Marquis or Chrysler 300 LWB. A total of 165 surveys were returned to Foresight Marketing Research; 71 from Los Angeles and 94 from Detroit.

A majority of passengers completed the entire survey, although some did not provide valid answers to all questions. However, the extremely high satisfaction and extremely low resistance / objection to the vehicle being dispatched allows data to support the main question of the Study – do passengers care about what brand of vehicle is dispatched or not.

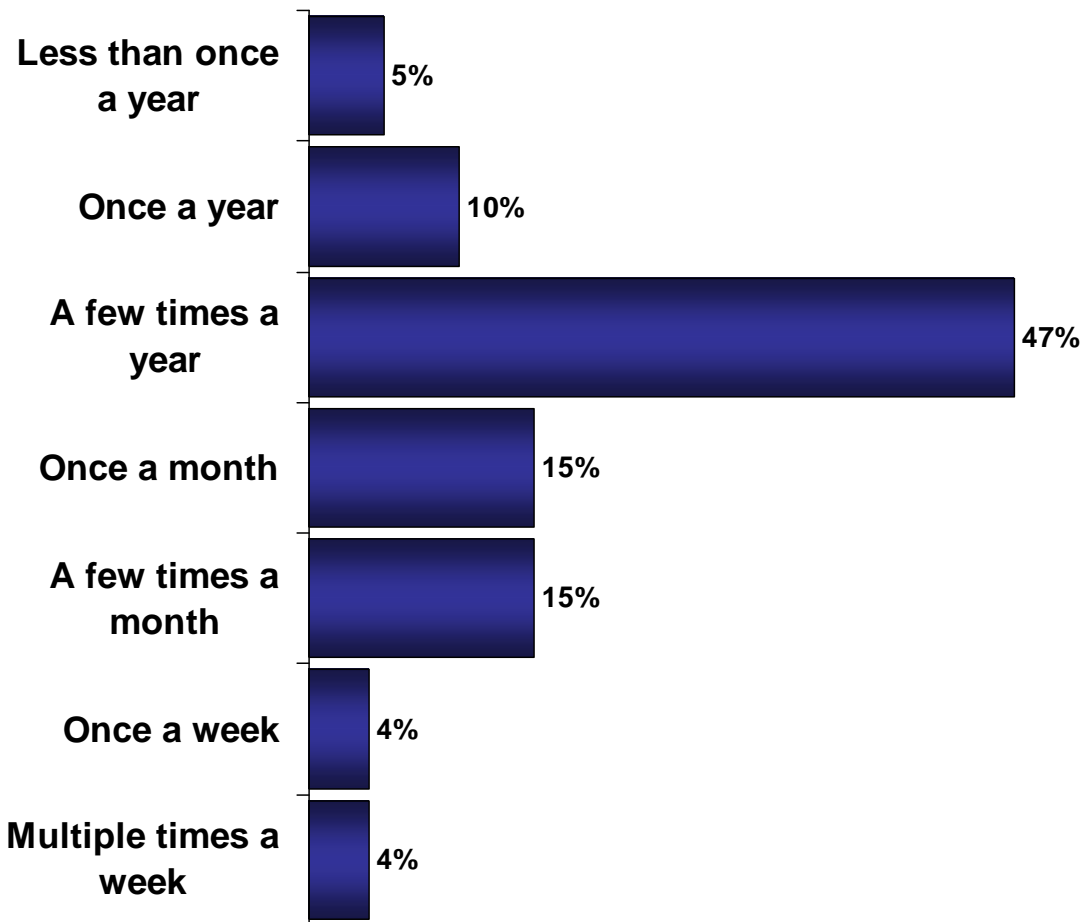
There is always a question as to how a new vehicle entry will be accepted by the chauffeured transportation industry. This study helps answer that question. Now statistical data reflects that customers recognize and accept the Chrysler 300 LWB as a valid executive car.

Executive Summary

- ✓ At least four out of ten passengers did not know what brand of vehicle they were riding in.
- ✓ 95% passengers surveyed would have no objection to having the same brand of vehicle dispatched for their next livery service experience.
- ✓ At least 90% of Chrysler 300 LWB passengers would have no objection to having another Chrysler 300 LWB dispatched to them (figure may be slightly higher – see Page 7 for details).
- ✓ 91% of passengers were satisfied overall with the vehicle dispatched; further, none were dissatisfied.
- ✓ Most comments specifically about the Chrysler 300 LWB were positive, and described the vehicle as comfortable, quiet, roomy and sufficiently luxurious.
- ✓ Negative comments about the Chrysler 300 LWB were primarily due to insufficient trunk size. Yet three out of four were more than satisfied.

Half of passengers use livery services a few times a year

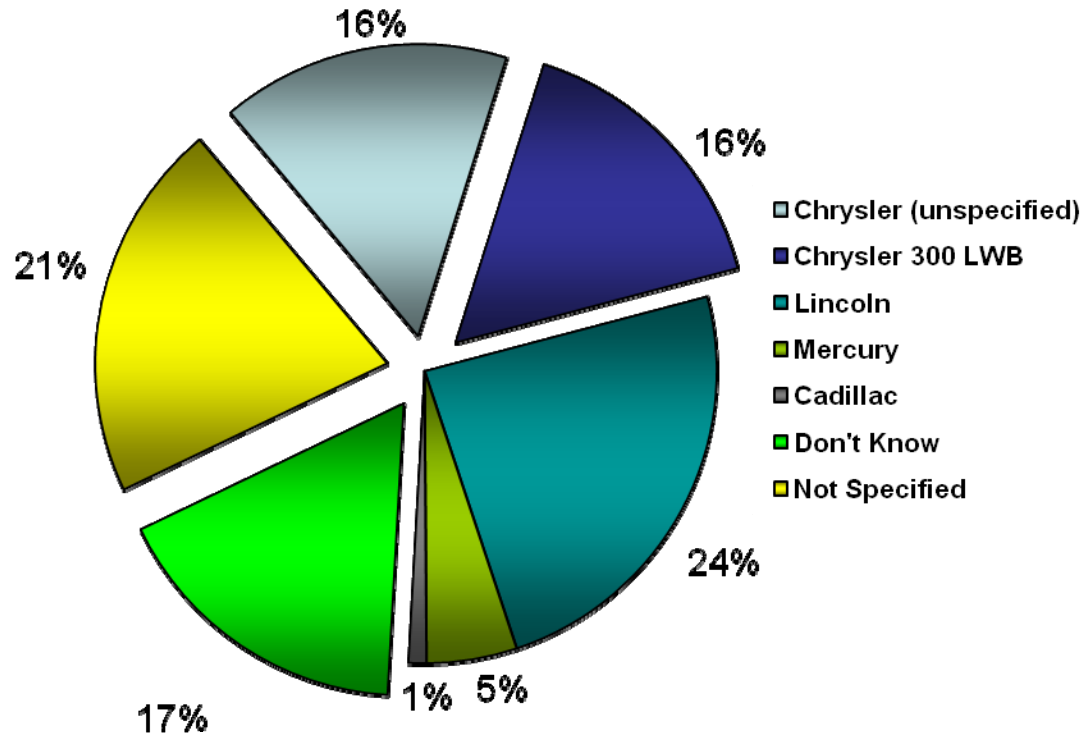
Question: “How often do you use chauffeured transportation services?”



- 47% of passengers report that they use liveried services several times a year.
- 15% use this service once a year or less, while 30% use it once a month or more.
- 8% report being very heavy users of livery services (once a week or more).

38% could not identify the brand of the vehicle they rode in

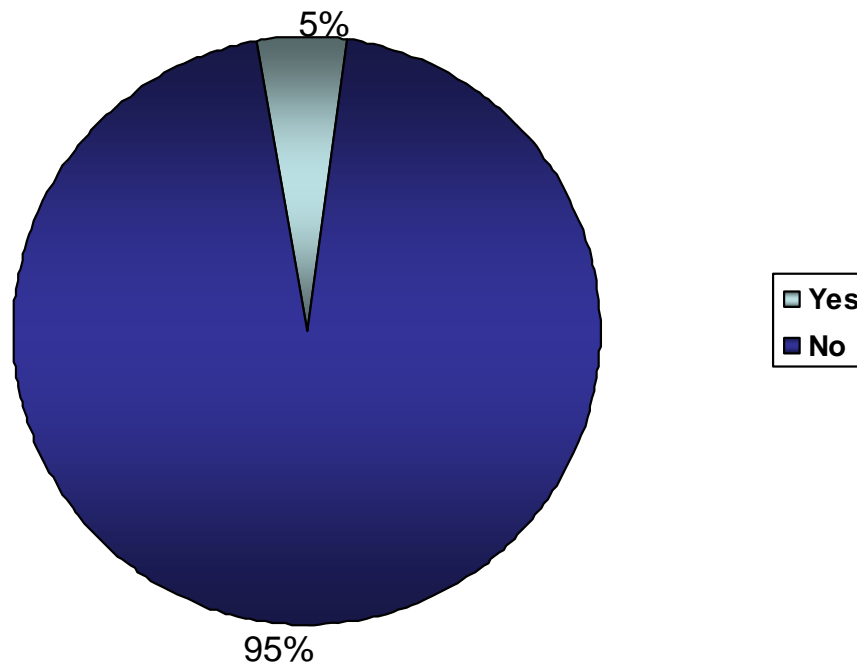
Question: “Do you know the make of the vehicle you are riding in today?”



- When asked what make of vehicle they were riding in, 21% of passengers did not provide a valid answer, and 17% said they did not know or gave no response (38% total) .
- However, 32% identified a Chrysler (half of these specified a Chrysler 300 LWB).
- 24% identified a Lincoln, while 5% identified a Mercury and 1% a Cadillac.

Regardless, there was little objection to the vehicle dispatched

Question: “If this same make of vehicle were dispatched for your next chauffeured transportation experience, would you have any objection?”

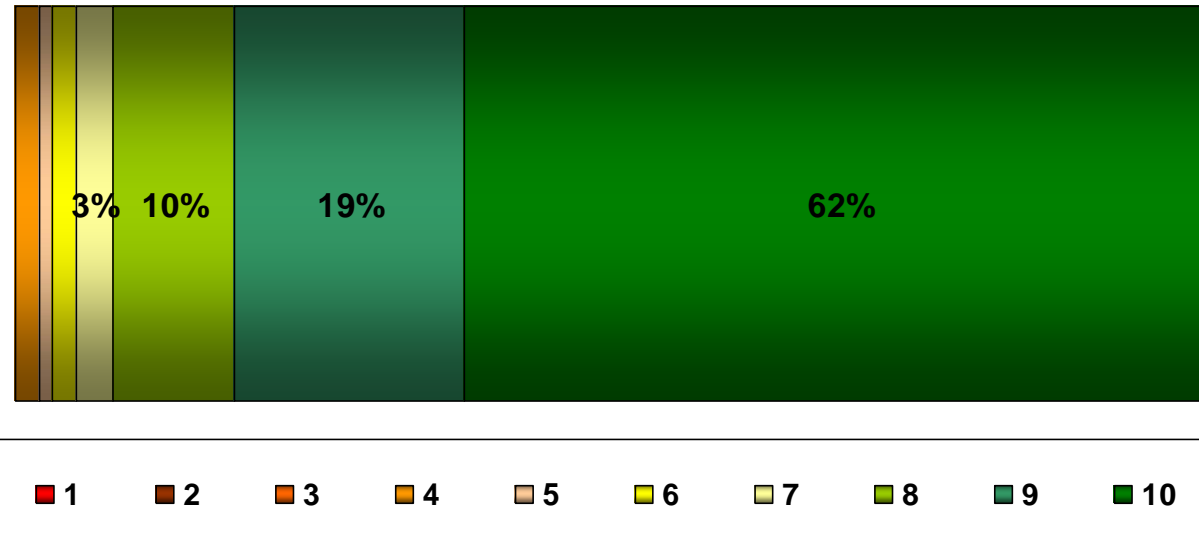


- Only 8 out of the 165 passengers (5%) said they would object to having the same brand of vehicle dispatched for their next Livery service experience.
- The brands of vehicles those 8 passengers claimed to have been riding in were:

Chrysler 300 LWB.....	3
Lincoln.....	1
Mercury.....	1
Unspecified.....	3
- Even assuming that each of the unspecified vehicles were Chrysler 300 LWB’s, the maximum negative reaction among those claiming to have been in a Chrysler 300 LWB would be one-in-ten. Conversely, a minimum of 90% of likely Chrysler 300 LWB passengers would have no objection to again having a Chrysler 300 LWB dispatched to them.

And no one was dissatisfied with the vehicle overall

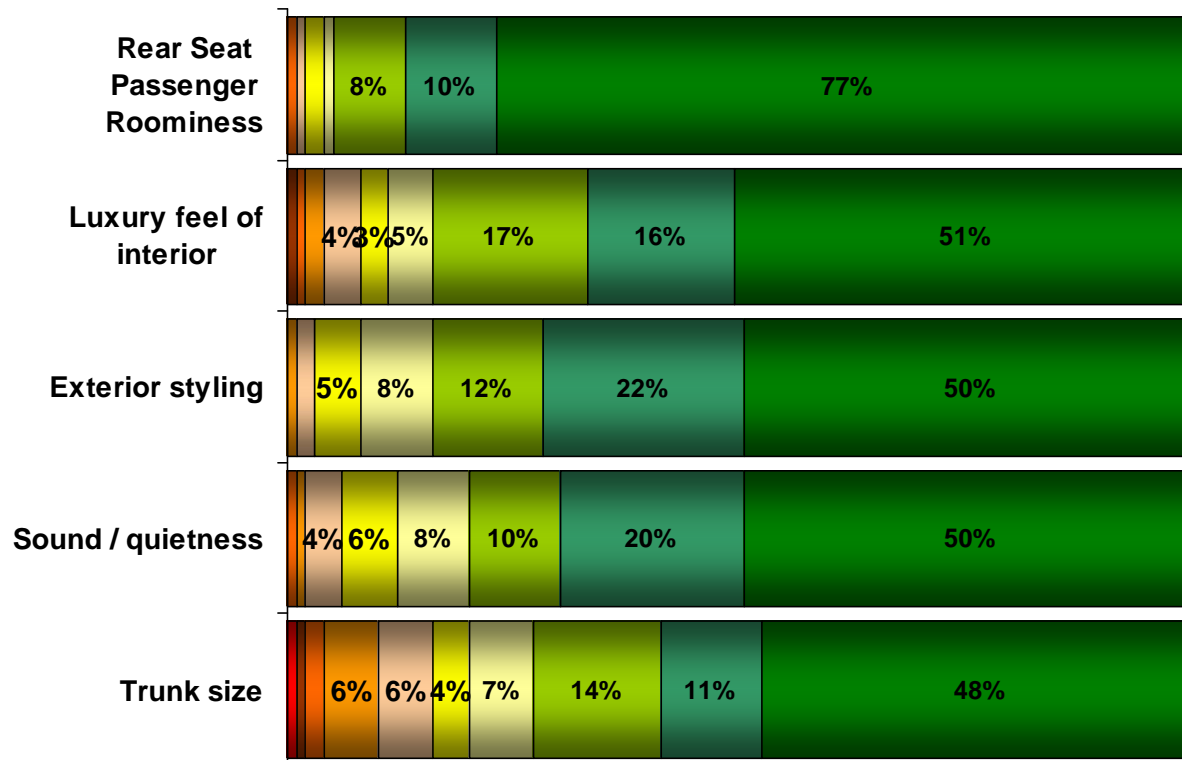
Question: "Taking into consideration everything about this car, how satisfied are you overall with the vehicle?"



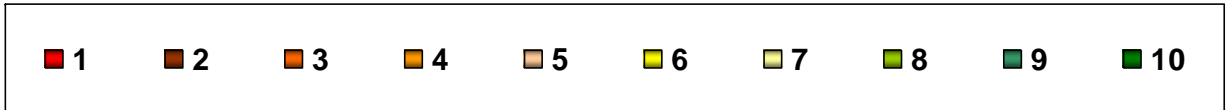
- On a ten point satisfaction scale, 91% of passengers reported being satisfied with the vehicle they were dispatched (8, 9 or 10 rating).
- The remaining 8% reported a neutral satisfaction rating (4 – 7).
- 0% of passengers reported being dissatisfied with the vehicle dispatched (1 – 3 rating).

Satisfaction with various vehicle elements were also high

Question: “How satisfied are you with each of these vehicle elements? (10 point scale)”



- Of the five vehicle elements rated, satisfaction was highest for the rear passenger roominess (96% satisfied – 8,9 or 10 rating).
- Satisfaction for luxury feel of the interior, exterior styling and vehicle quietness were generally similar (80% - 84% satisfied).
- Satisfaction was lowest for trunk size (73% satisfied), among those who were able to answer this question, since some passengers never encountered the trunk.



Comments from Chrysler 300 LWB Passengers

Among those who claimed to be riding in a Chrysler 300 LWB

POSITIVE COMMENTS

- “It was very classy and new. Very comfortable”
- “Ride was smooth”
- “It’s a beautiful car, and comfortable”
- “The car is very elegant, satisfactory, quiet. This is a very relaxing ride for welcoming me back home.”
- “Very clean, and roomy.”
- “No complaints, everything was more that satisfactory.”
- “Very comfortable ride and seating.”
- “It thought the vehicle was very nice.”
- “More leg room in the back than in a Lincoln. Quieter car than the Lincoln.”
- “Quiet and roomy.”
- “Lots of leg room and good air conditioning.”
- “Extremely comfortable and roomy.”
- “Comfortable.”

NEGATIVE COMMENTS

- “I think the plastic blended with the leather is cheap looking.”
- “A lot of hard plastic.”
- “Not as luxurious, but good compromise given the cost of gas and the environment.”
- “Rough ride.”
- “Trunk was too small.”