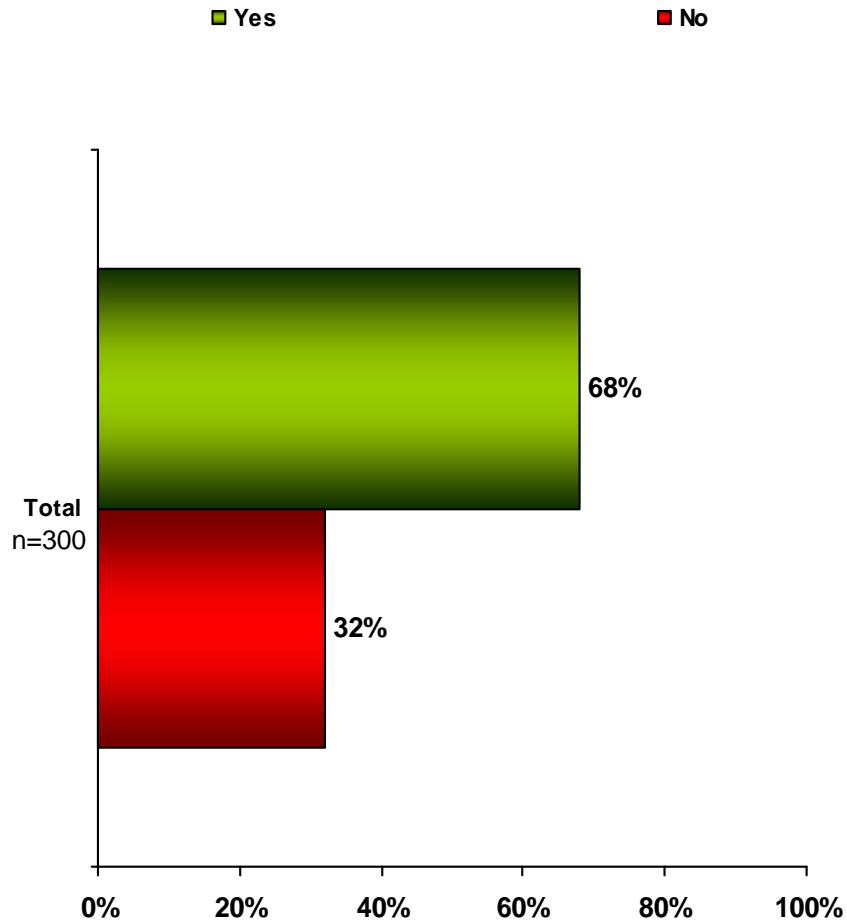


# “Are you familiar with General Motors’ new hybrid vehicle, the Chevrolet Volt, expected to release September of 2010?”

## BEFORE Video



Percentages may not equal 100 due to rounding

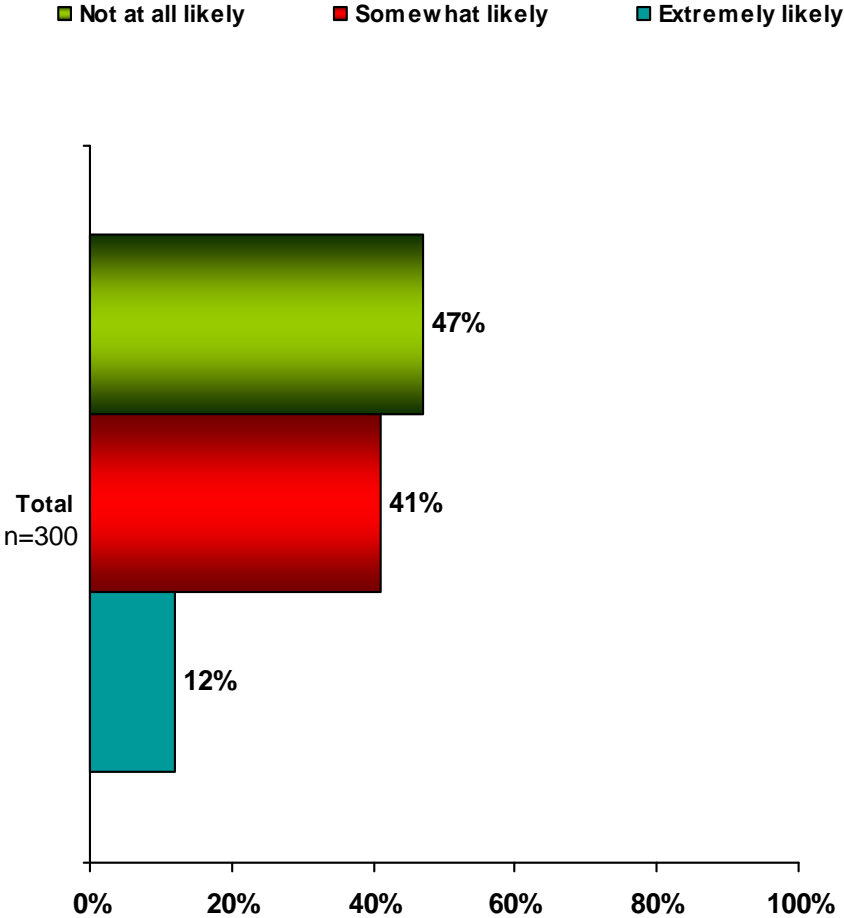
**“Which of the following actions are you likely to perform in the next year?  
Please select all that apply.”**

**AFTER Video**

	<b>Total (n=300)</b>
<b>Buy/lease a Chevrolet brand automobile</b>	7%
<b>Visit Chevrolet’s web site</b>	34%
<b>Search for information on Chevrolet</b>	39%
<b>Watch an advertisement/commercial on Chevrolet</b>	49%
<b>None of the above</b>	26%

“Please indicate the likelihood that you will purchase a car in the next year.”

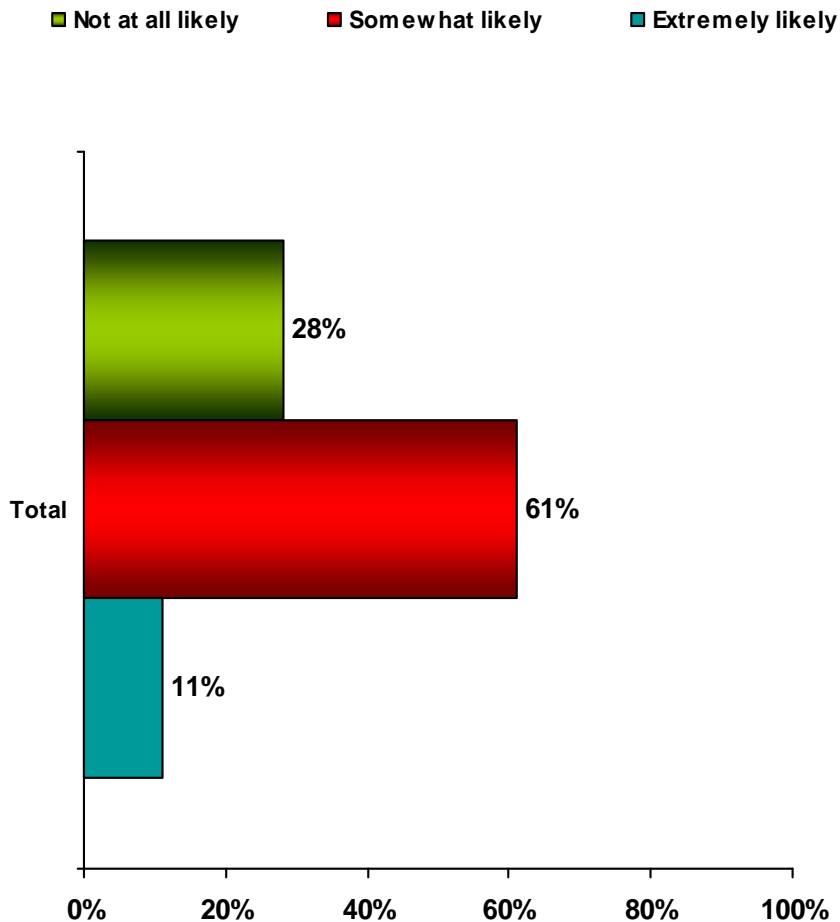
**AFTER Video**



Percentages may not equal 100 due to rounding

IF "Extremely likely" or "Somewhat likely" to purchase a car in the next year:  
"Please indicate the likelihood that you will purchase will be a Chevrolet brand vehicle."

### AFTER Video

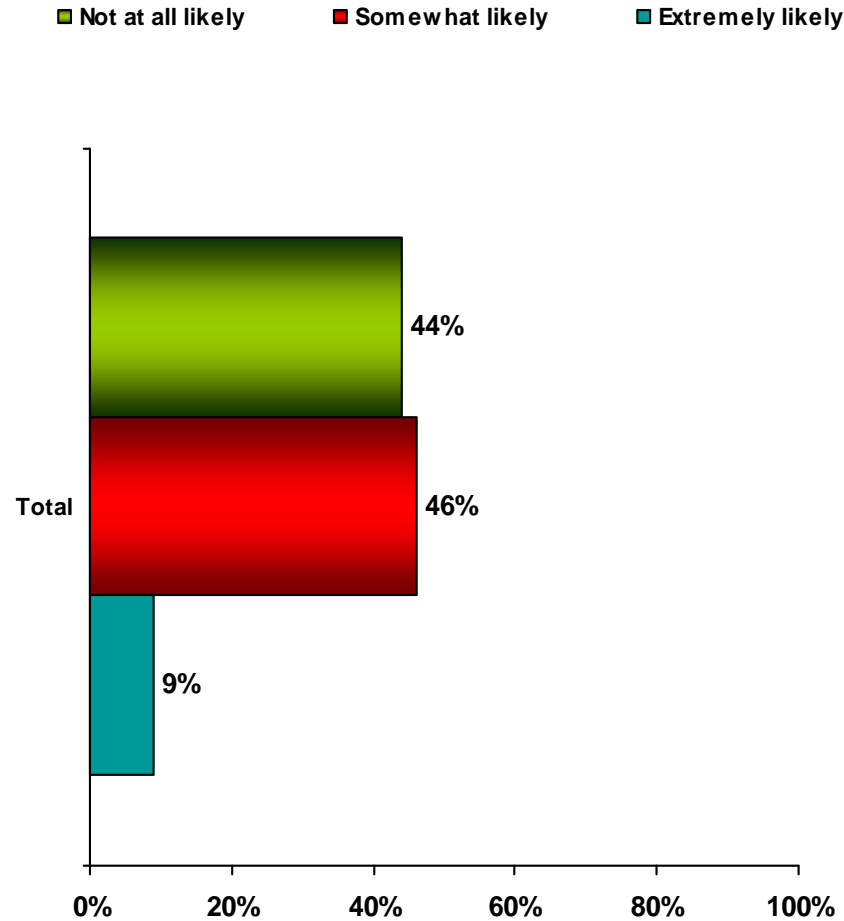


Percentages may not equal 100 due to rounding

IF "Extremely likely" or "Somewhat likely" to purchase a car in the next year:

"Please indicate the likelihood that your next car purchase will be the new hybrid Chevrolet Volt."

### AFTER Video



Percentages may not equal 100 due to rounding

IF "Not likely" to purchase a Chevrolet vehicle :

**“Please indicate what automobile brand you would consider for your next car purchase.  
Please select all that apply.”**

**AFTER Ad**

	Total
Subaru	9%
Volkswagen	11%
Jeep	4%
Hyundai	18%
<b>Honda</b>	<b>51%</b>
Mitsubishi	4%
<b>Ford</b>	<b>38%</b>
Chrysler	2%
<b>Toyota</b>	<b>51%</b>
Nissan	27%
Mazda	2%
Volvo	7%
Mercedes	7%
BMW	9%
Other	20%

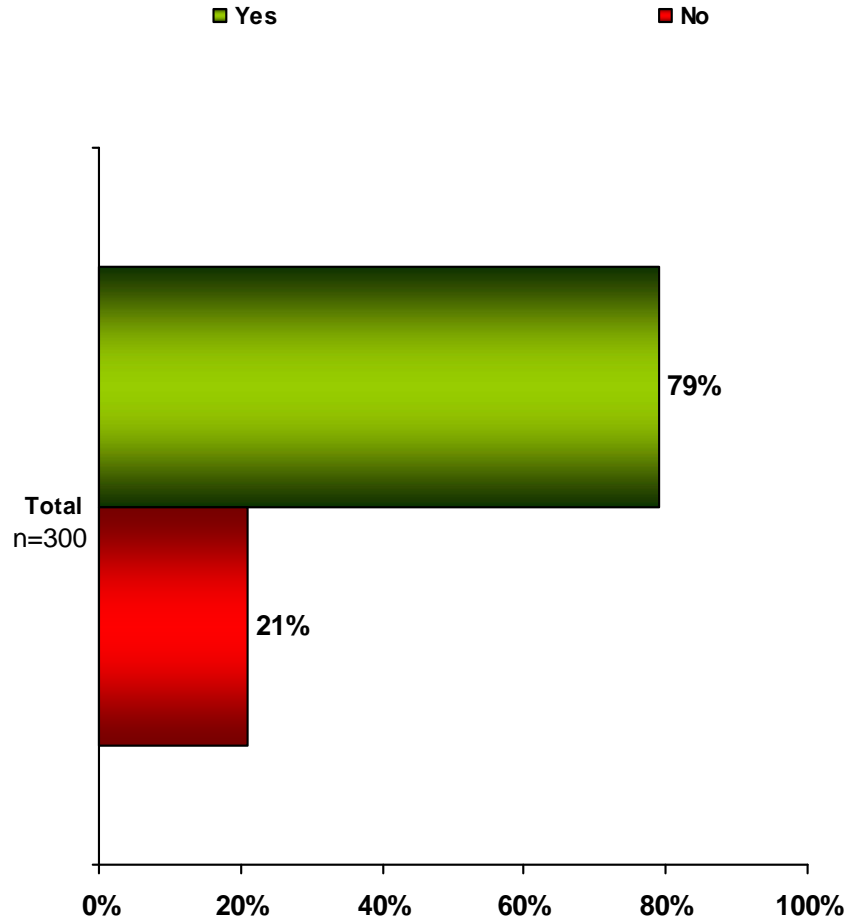
“Please indicate how favorable you are of the Chevrolet brand using a scale of 1-7 where 1 represents, ‘Not at all favorable’ and 7 represents, ‘Extremely favorable.’”

**AFTER** Video

	Total (n=300)
<b>MEAN</b>	<b>4.7</b>

**“Do you think automaker, General Motors will benefit from the release of their new hybrid vehicle, the Chevrolet Volt?”**

**AFTER Video**



*Percentages may not equal 100 due to rounding*