



Open-Air Vehicle Consumer Opinion Survey Executive Summary

Summary:

The Haartz Corporation, a world leader in highly engineered and uniquely designed convertible toppings and interior trim material, recently conducted a survey of 574 people, ages 16-80, across the United States to learn their preferences for open-air vehicles and open air driving. Of the 574, 317 currently own or have owned a convertible; 257 do not and would not consider buying one in the future. The vehicle types included in the survey are traditional convertibles (hard or softtop), as well as larger vehicles with open air roof options – like the Jeep Wrangler and Range Rover Evoque. The survey was administered via email from a third party and respondents were compensated for participating in the survey.

Respondents were divided into two groups based on whether they currently own or have ever owned an open-air vehicle (Survey 1) and if they would or would not consider buying one in the future (Survey 2). Respondents who do not have a driver's license were eliminated from the response pool.

The questions centered on the open-air driving experience, design preferences, common misconceptions related to softtops and what information could be provided to owners or potential buyers to help influence their decision to purchase an open-air vehicle. Demographic information such as sex, education, household income and age were also analyzed as part of the survey (these results are available upon request).

Among 51-70 year olds, softtops were the first choice and the second choice for 16-20 and 41-50 year olds. Soft-tops were also the vehicle of choice with an income of \$50,000 - \$100,000; they were the second choice among those with an income of \$30,000 - \$50,000.

Among participants in Survey 2, among people who have never owned an open-air vehicle, softtops were less popular. Weather, durability, safety and noise were among the reasons participants cited for not preferring soft-tops.

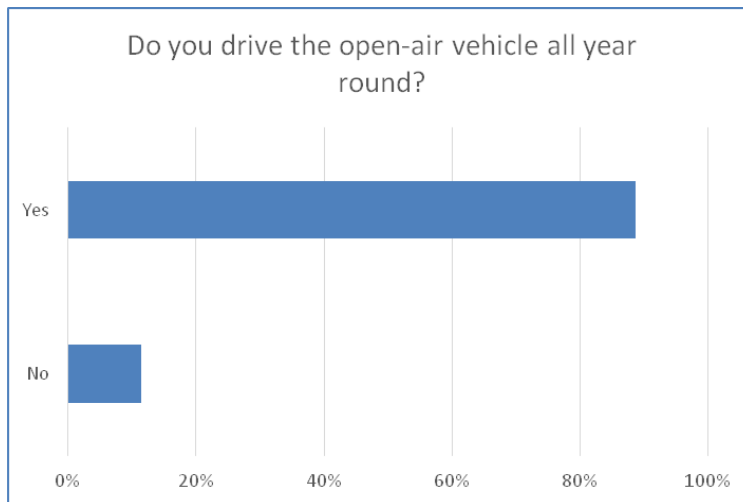
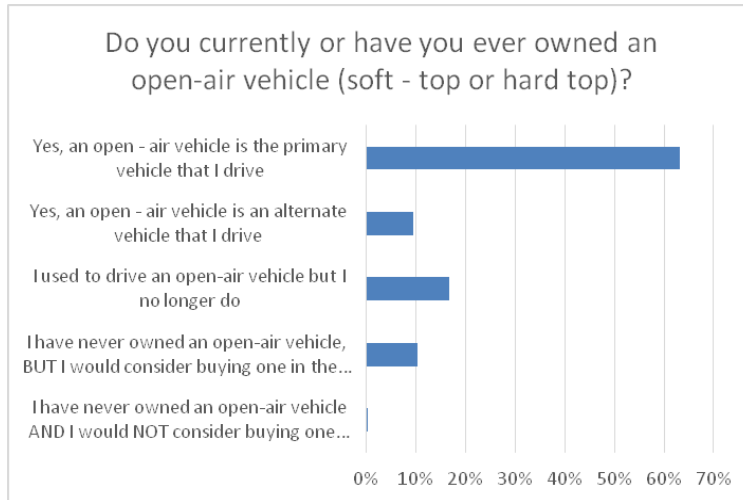
Key Findings:

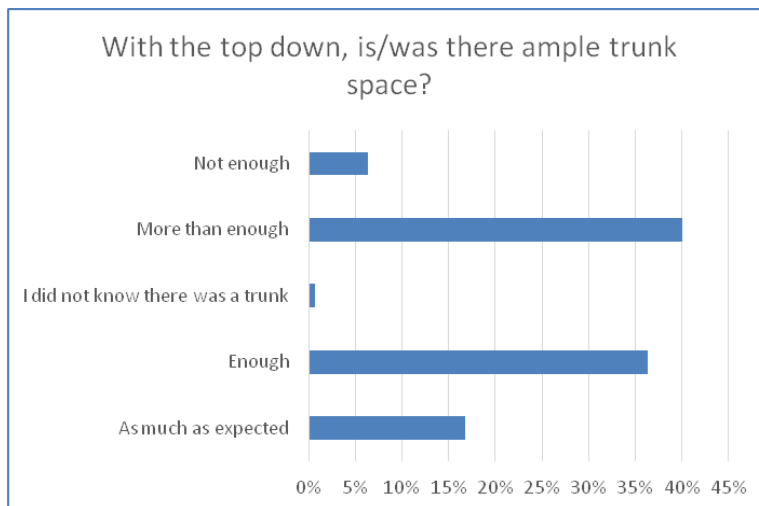
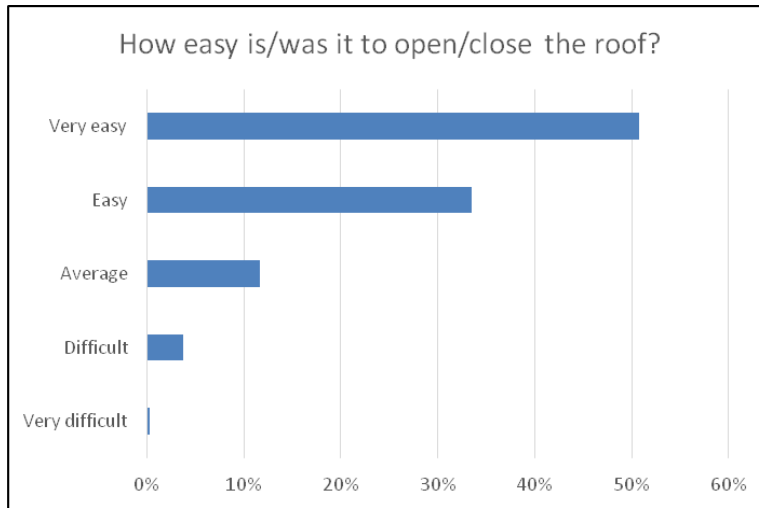
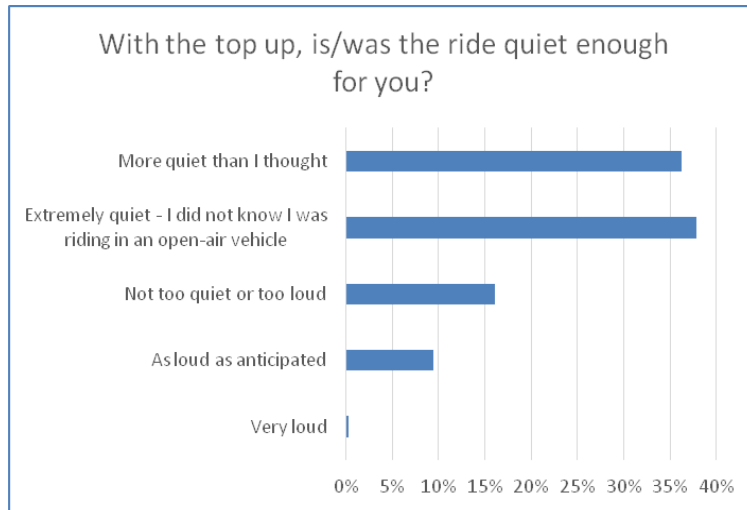
- Approximately 90% of respondents who own an open-air vehicle drive it year-round, dispelling many common myths that these vehicles can't be driven in colder climates or during the winter.
- Convertible owners want to see more design and color options for their material (86% of respondents from both surveys); many people liked the appearance of the vehicle and it was a major factor in their purchasing decision.
- Based on age and income – individuals who are just starting to drive and those who are nearing retirement age are interested in the open-air driving experience; this statistic directly ties to anticipated income levels for these age ranges – under \$30,000 and \$50,000 to \$100,000.
- Among individuals who have never owned a convertible and/or would not consider buying one in the future, there are a lot of old stereotypes and misconceptions that still prevail and it would be to the benefit of organizations like Haartz to help debunk those misconceptions.

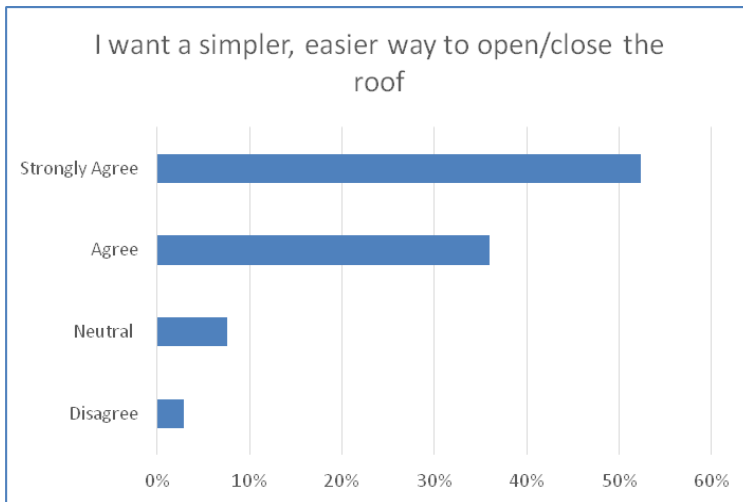
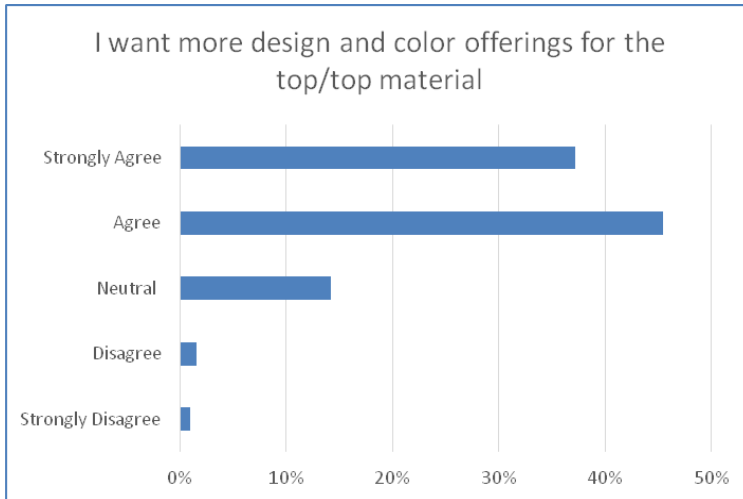
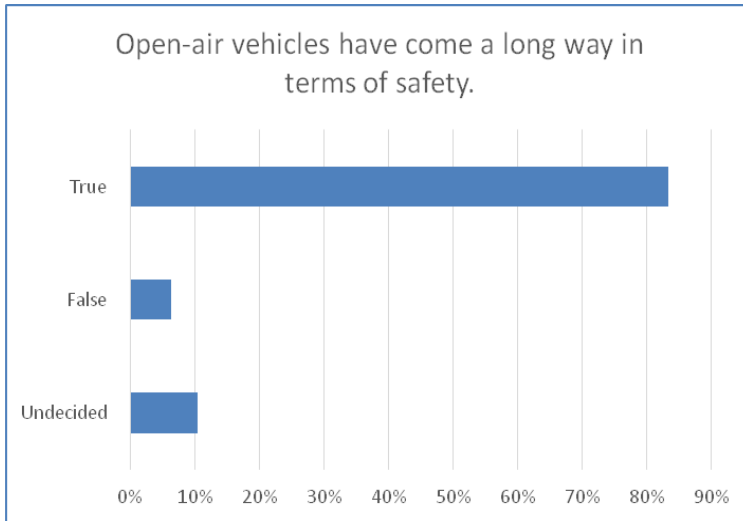


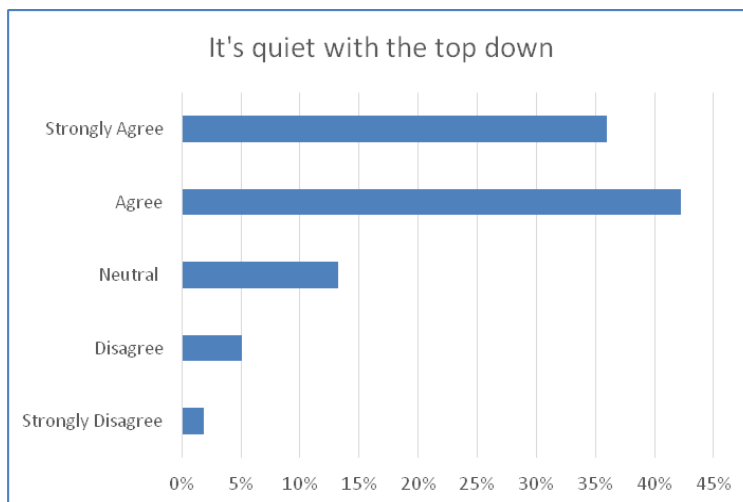
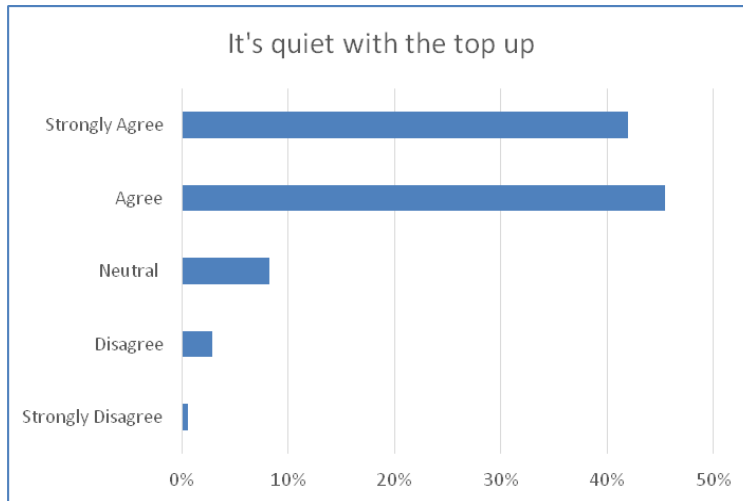
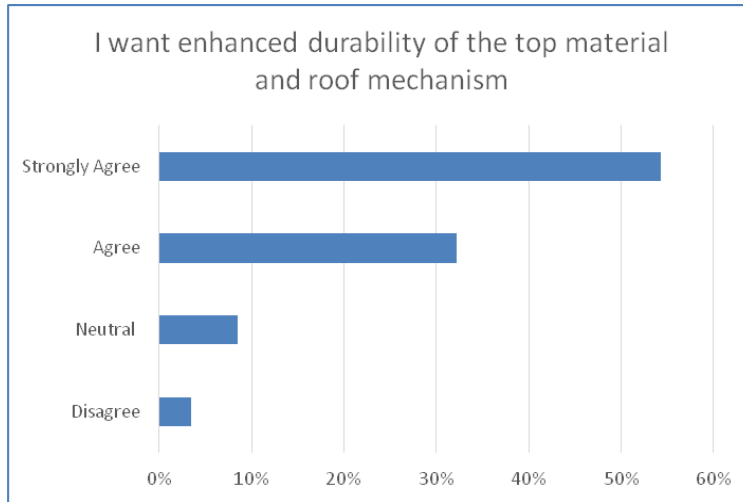
- Price and brand loyalty are key drivers in car purchasing decisions; if more OEMs offered convertible options, demand could expand, driving up profits.

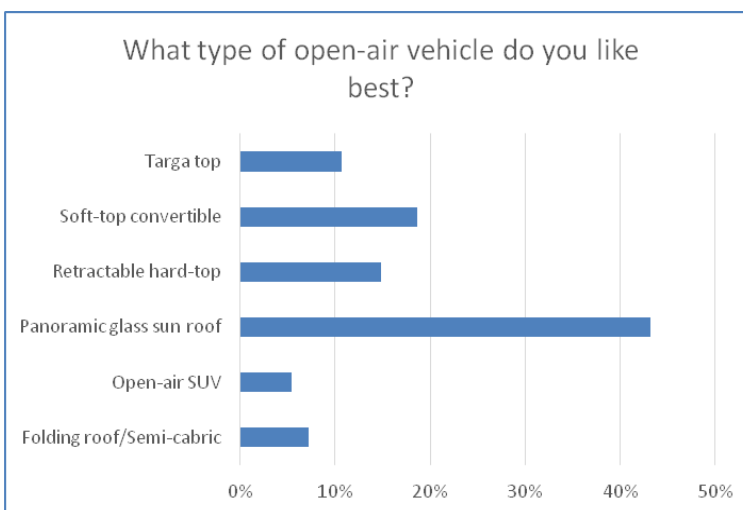
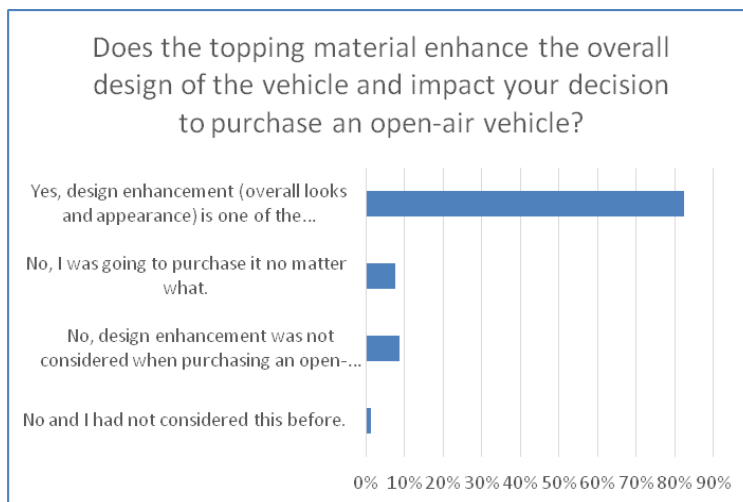
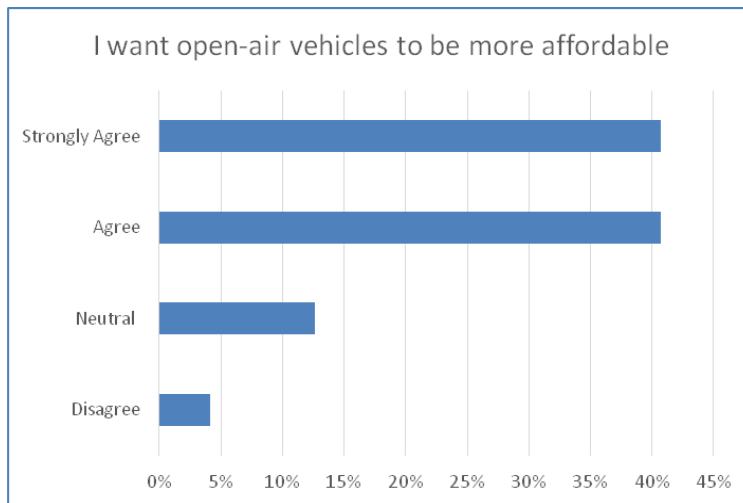
Results by Question – Survey 1:













Results – Survey 2

