

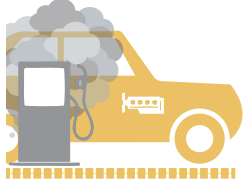
The Flux Report™

Hybrid Vehicles, August 2011



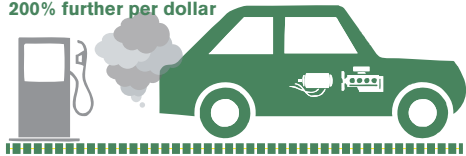
Benefits of Electric Drive Vehicles over Conventional Vehicles*

Conventional Vehicles



Hybrid Electric Vehicles

51% fewer emissions
200% further per dollar



Plugin Hybrid Vehicles

64% fewer emissions**
381% further per dollar



All Electric Vehicles

91% fewer emissions**
441% further per dollar



lbs of CO₂e Emissions per Mile
 Distance per Dollar of Fuel
 Conventional Engine
 Electric Motor

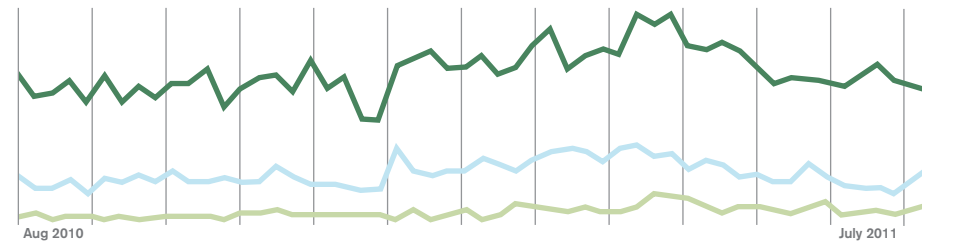
* based on a conventional vehicle gas mileage of 22mpg, upstream emissions are not considered
 **assumes an emissions coefficient of .61lb CO₂e/kWh Source: DOE & Alternative Fuels and Advanced Vehicles Data Center, July 2011

Top 5 Reasons for Buying a Plugin Hybrid Vehicle

- 1 Dependence on Foreign Oil
- 2 Desire to Buy American
- 3 Extended Range Using Gasoline
- 4 Owning Innovative Technology
- 5 Environmental Concerns

Source: Automotive News, June 2011

Relative Search Volume for Plugin Hybrid vs. Hybrid Vehicle vs. Electric Vehicle



Relative search volume over one year

Source: Google

Top Related Search Terms For "Plugin Hybrid"

america announced audi auto automotive azure bentley build **car** caranddriver cars
 ceo change chevrolet chrysler classy confirms consider consortium consortium-phev contact countries dependent
 develop **development** differ does **drive** dynamics earthtechling electric
 energy engadget engine existing find first ford four future howstuffworks model plans
 prius review tag technology toyota truck vehicle

Size of terms indicates the relative search volume

Source: Google