

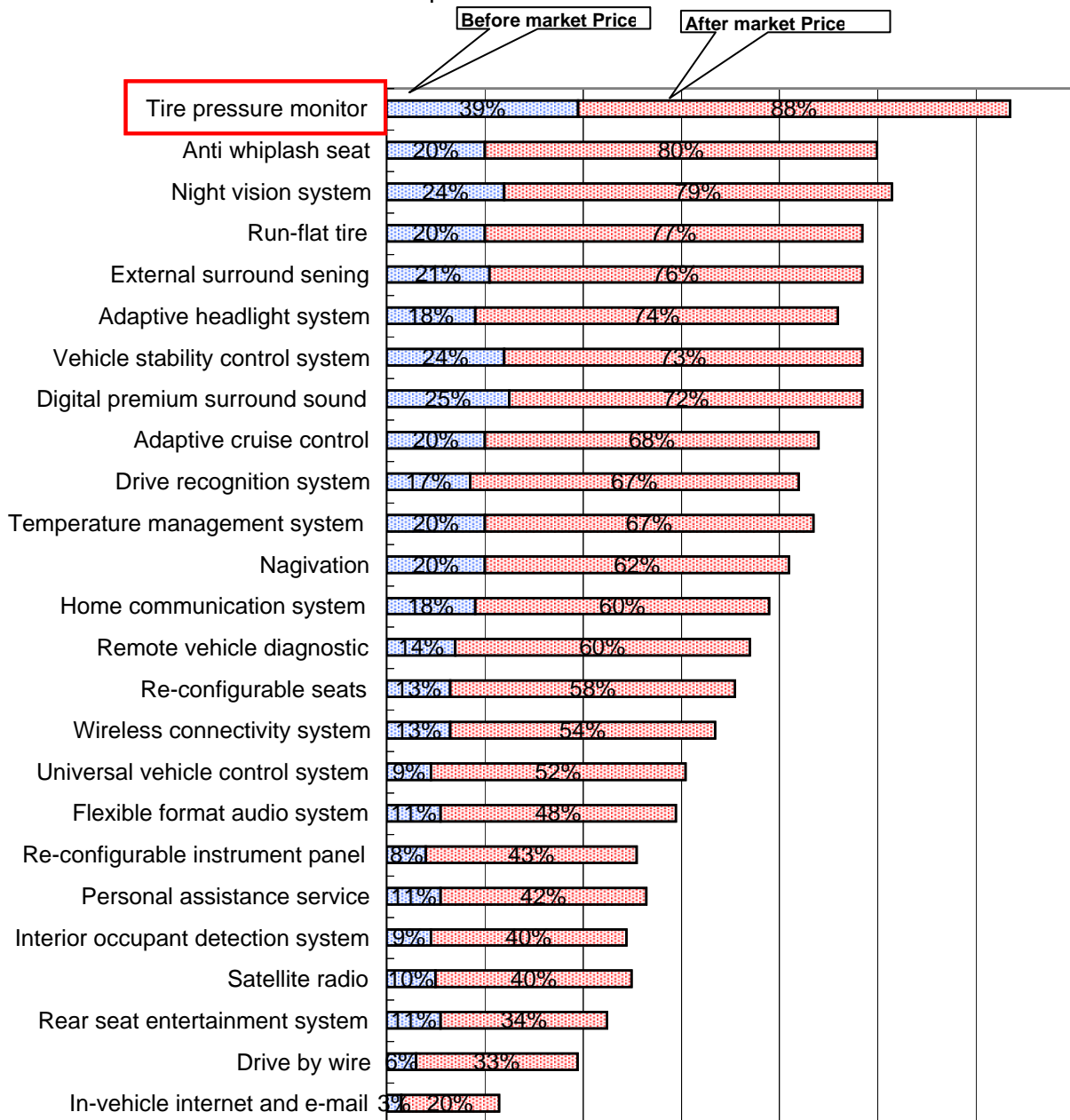
# US Customer are most interested in Safety -Related Automotive Technologies



Consumers show considerably more interest in new safety-related features than in entertainment, comfort or convenience features, according to the J.D. Power and Associates. WTPMS (Wireless Tire Pressure Monitoring System) is top on the list. The U.S. government has legislated all new vehicle must be equipped with wtpms, beginning with a phased implementation in 2005.

- 2005** 20%
- 2006** 70% **Regulation & report show huge potential & marketability.**
- 2007** 100%

Feature Interest before and after market price



Report by J.D. power & Associates Response by 22300 person