



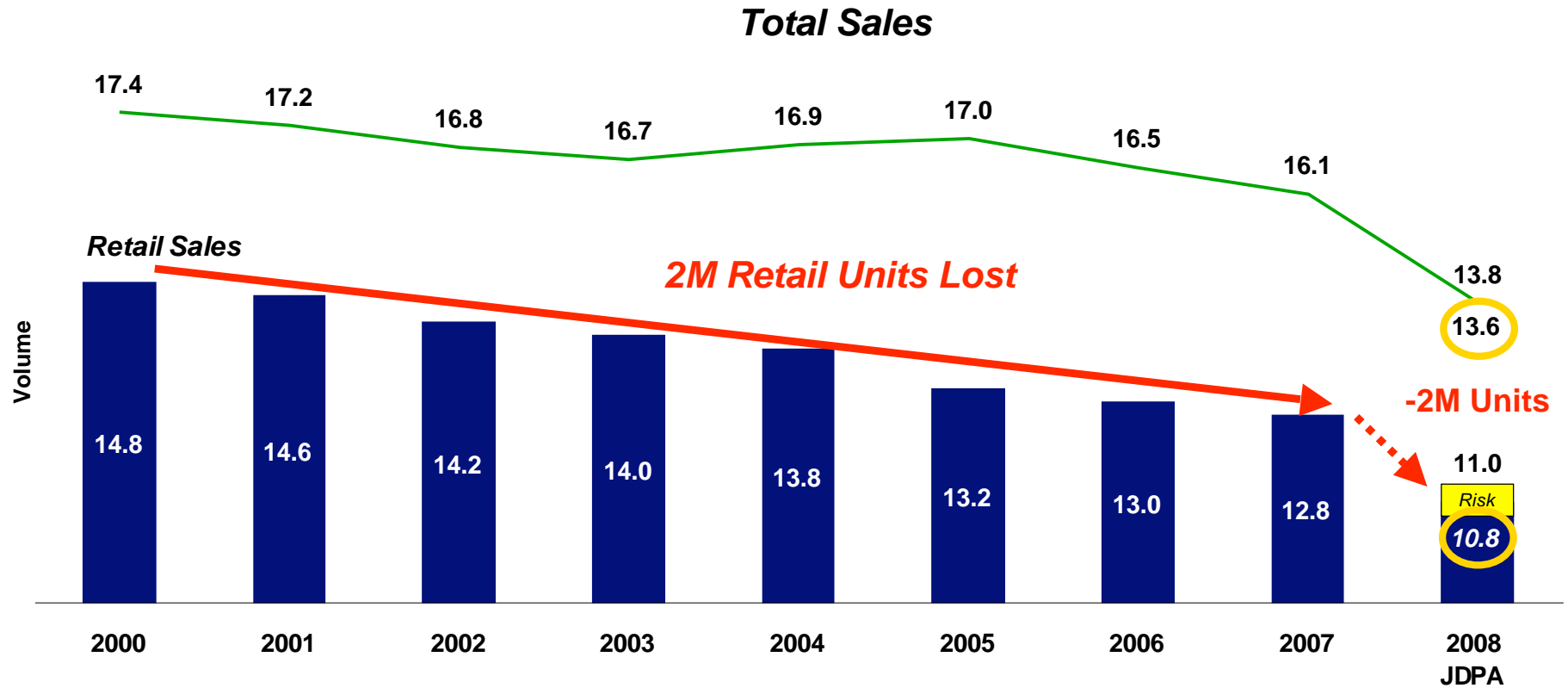
Survival in the U.S. Auto Industry

One Launch At A Time

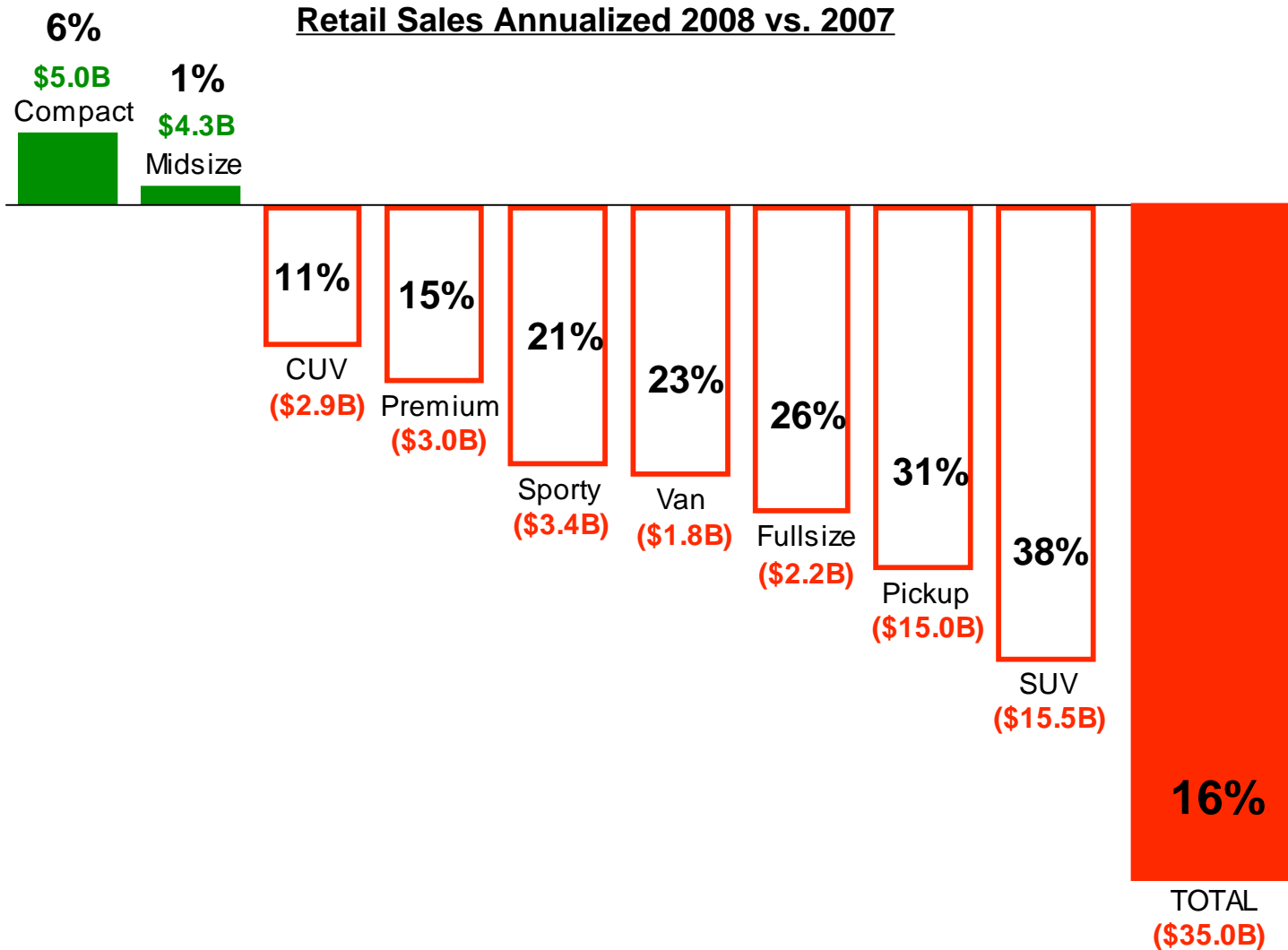
Gary Dilts
Senior Vice President, US Automotive

October 8, 2008

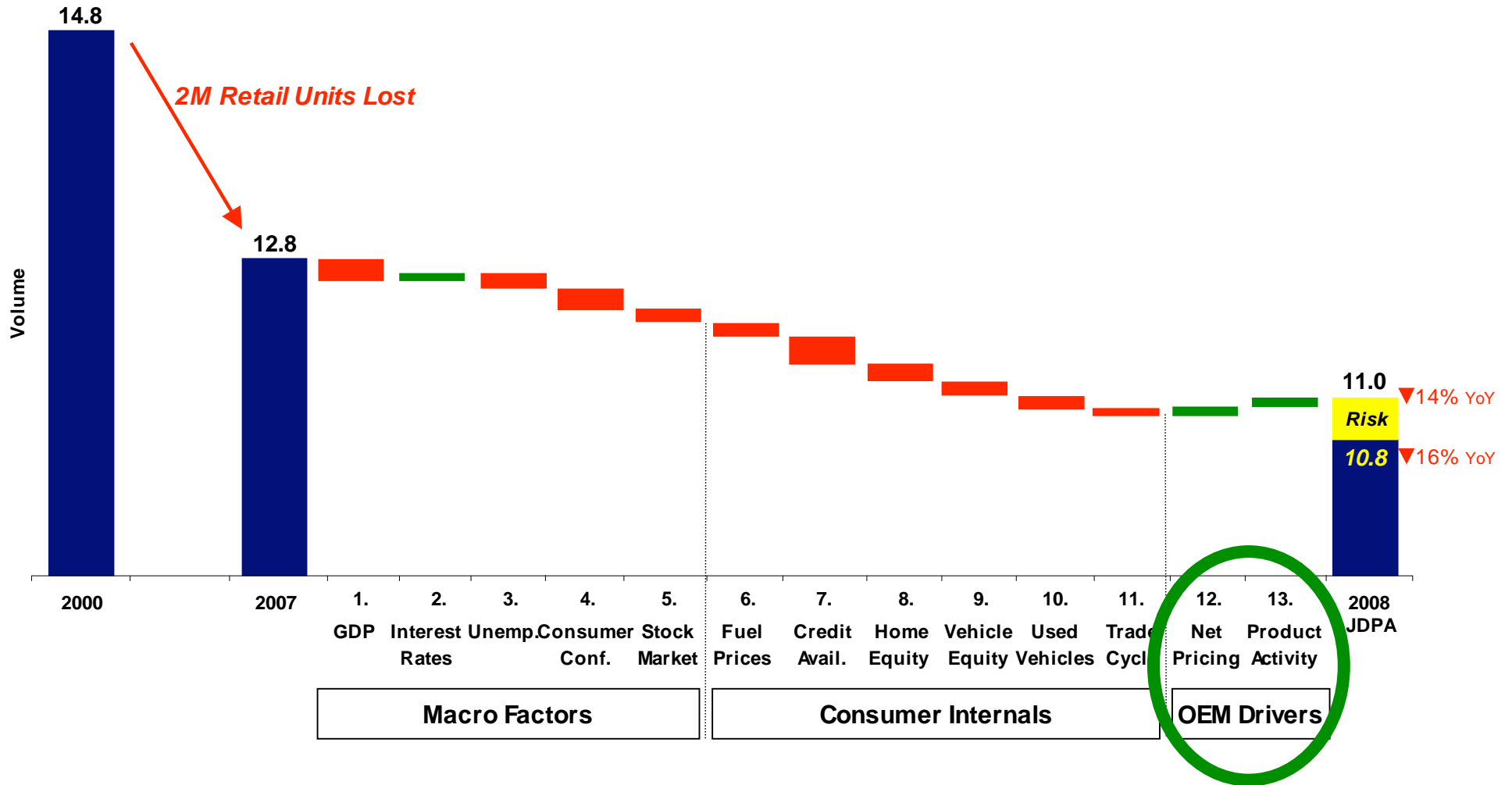
US Auto Sales



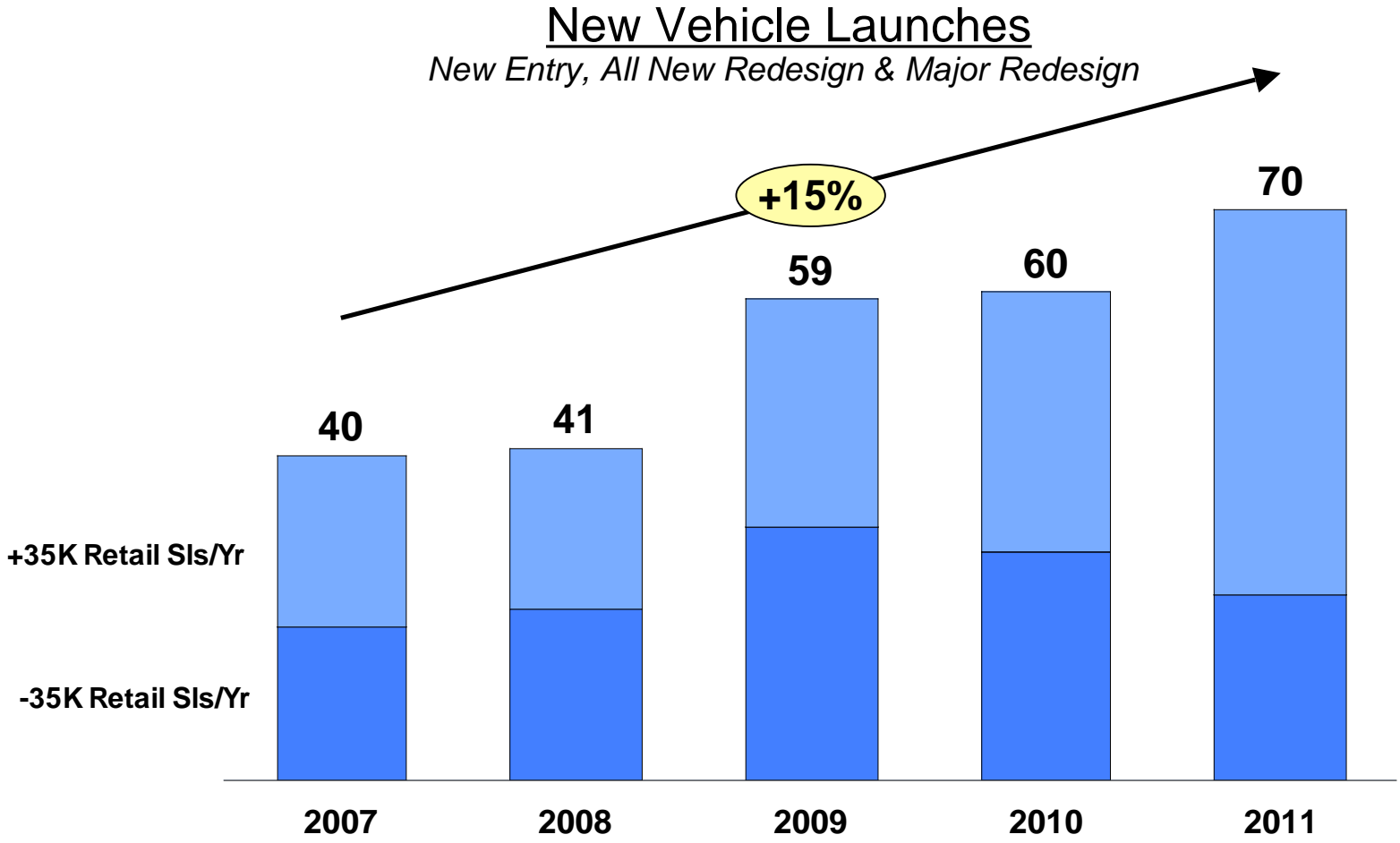
Segment Shift / Revenue Impact



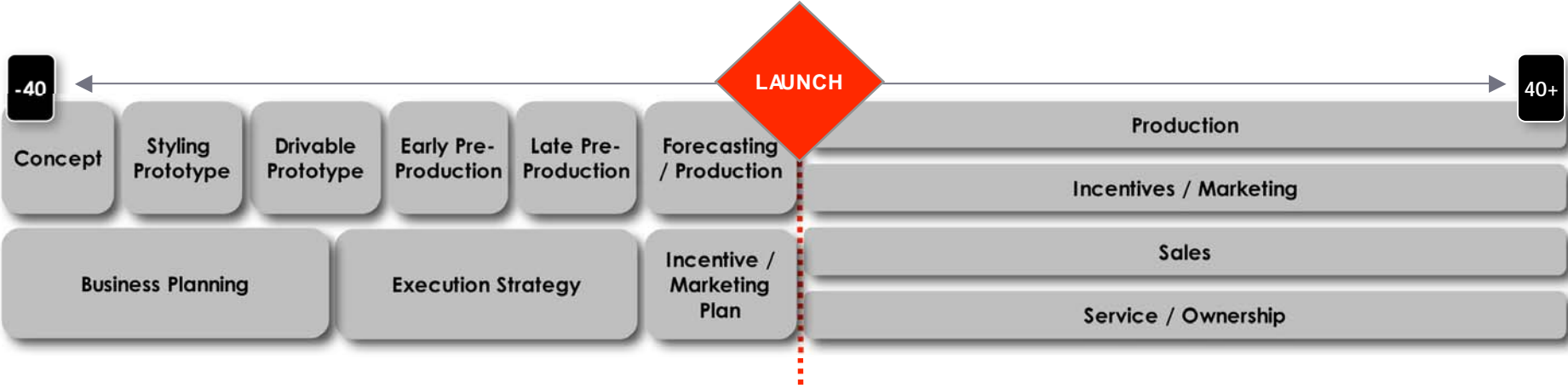
US Retail Forecast



Vehicle Launch Activity



Vehicle Launch Cycle



Launch Assurance Program



1. Vehicle Evaluation

2. Price & Volume Analysis

3. Sell-Down / Ramp-Up Inventory

4. Net Price / Retained Value Analysis

5. Days to Turn / Price Compression Index

6. Trade / Credit Analysis

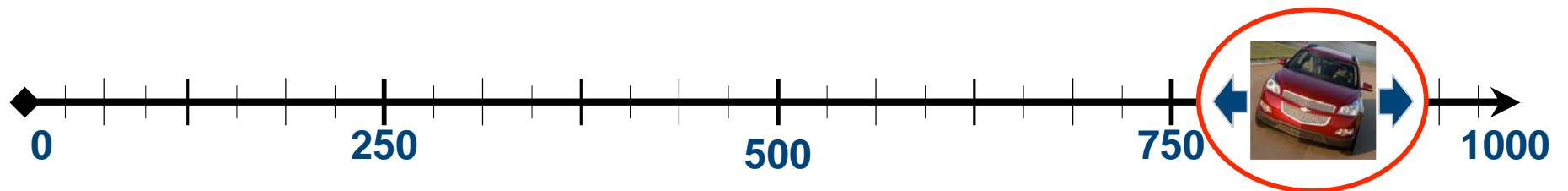
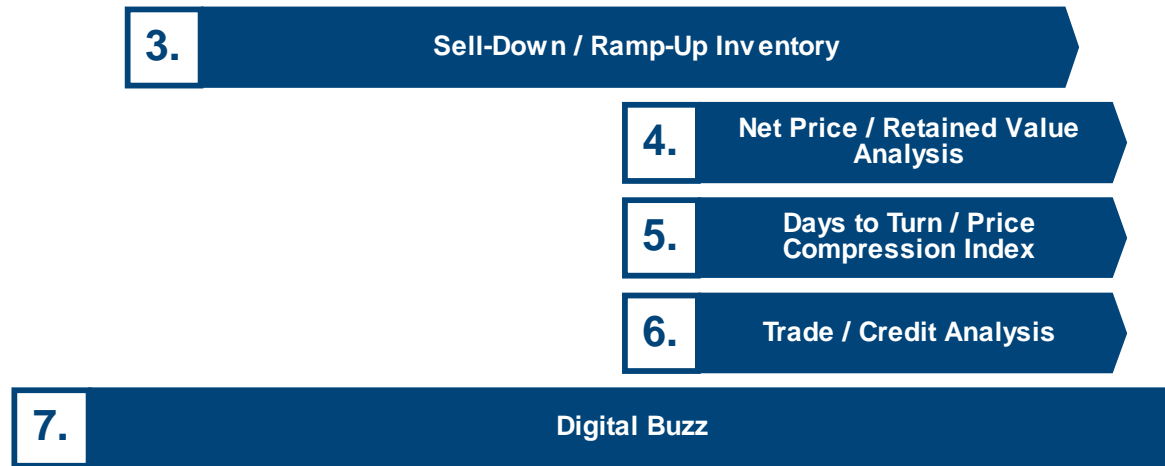
7. Digital Buzz

8. Product Message / Mystery Shopping

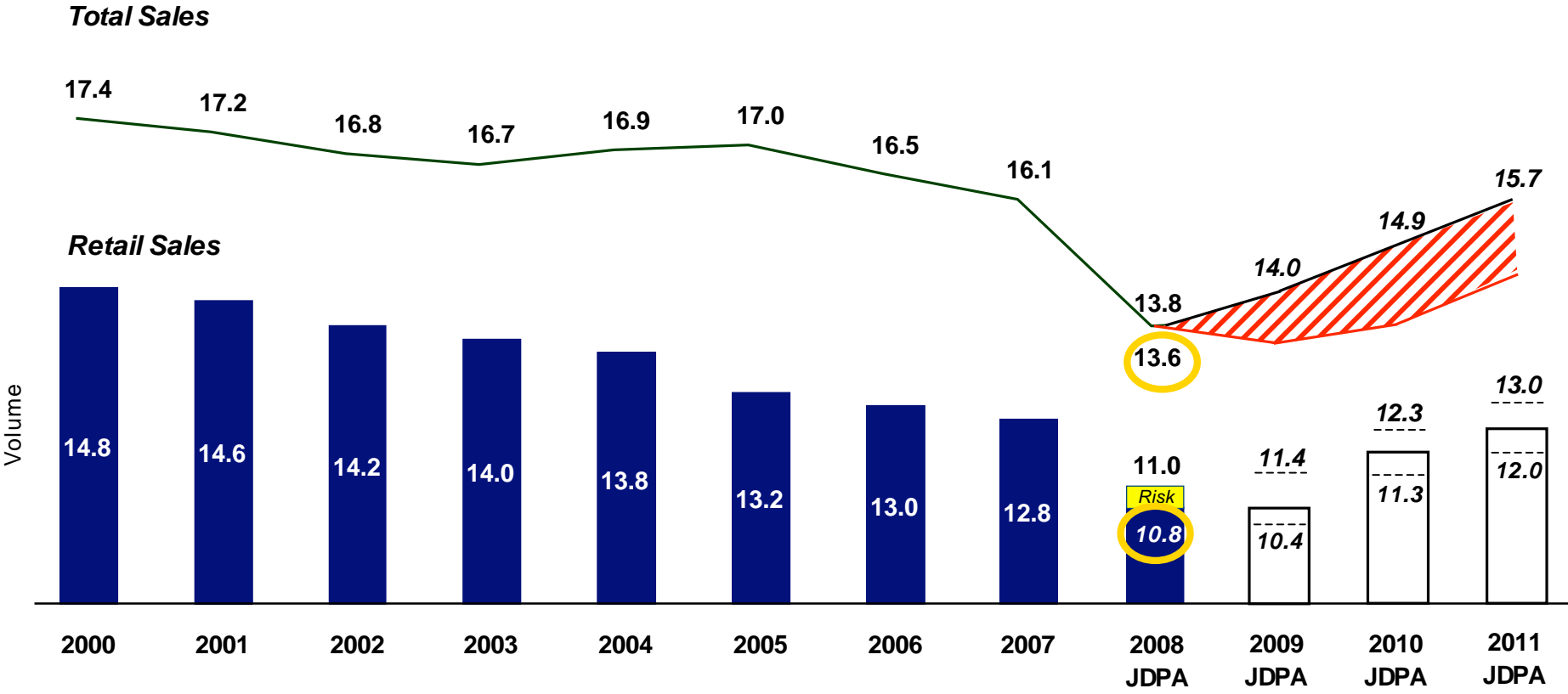
9. Early Buyer Feedback

10. IQS Intercept

Vehicle Launch Index



Industry Forecast: *Total and Retail*



- Contingency:**
- ✓ Credit Market
 - ✓ Financial Market
 - ✓ Housing Market
 - ✓ Geopolitical / Fuel Prices