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Americans Inspired By Green Innovation

Survey Shows Commitment to Innovate Critical to Protecting Our National Interests

DETROIT (April 13, 2009) – The color green is often the symbol of regeneration and vitality. At a time when our country is in recovery and on the path toward renewal, Americans are encouraged by efforts to reinvest in our nation through innovation.

Results from a survey done by the *EcoCAR: The Next Challenge* collegiate competition show almost unanimous public opinion around the fact that scientific innovation is essential for the economic and social welfare of a nation. This sentiment hits extremely close to home right now in light of financial issues facing the U.S. and the global community at large. These results also lend increased credibility to the goal of the EcoCAR competition, which aims to spur innovation around advanced technologies that will transform the automobile industry.

Results of the survey also show that public opinion is very mixed regarding what energy resources will most likely power automobiles in the future. Electricity, ethanol, hydrogen, solar power and reformulated gasoline were some of the top options in consumers' minds. EcoCAR's student competitors are also placing their bets on various technologies and energy sources as they develop innovative solutions to the issues facing automakers, policymakers, and the public today.

Key findings in the EcoCAR survey include:

- **Innovation Rules.** 97% of Americans agree that a nation's commitment to innovate should include encouraging the spirit of innovation in young people because of the fresh perspective they can bring.
- **Protecting the Nation.** 98% of Americans agree that investing in scientific innovation is essential for the economic and social welfare of a nation.
- **Electricity Will Dominate.** Thinking ahead to the future, a majority of Americans believe most cars will rely on electricity (55%). More than four out of ten believe ethanol (E85) will be a top fuel source (45%), followed by hydrogen (37%), solar power (34%), reformulated gasoline (29%), biodiesel (27%), natural gas (20%), wind (5%) and other fuels (2%).

In the spirit of sparking green innovation, a coalition of North American government, industry and academic partners, led by [General Motors \(GM\)](#) and the [U.S. Department of Energy \(DOE\)](#), has made a \$75 million investment in next-generation green engineering education and workforce.

[EcoCAR: The NeXt Challenge](#) inspires university engineering students across North America to re-engineer a Saturn Vue to further reduce its environmental impact by minimizing the vehicle's fuel consumption, petroleum use and emissions, while maintaining its utility, safety and performance. Teams competing in the EcoCAR competition are currently putting the finishing touches on their vehicle designs in preparation for the Year 1 competition finals. The teams are pursuing various advanced propulsion system solutions including those used in extended range electric vehicles, plug-in hybrid electric vehicles, full function electric vehicles, and fuel cell plug-in hybrid electric vehicles. The designs all have some similarities in that they all have plug-in capability, all use state of the art lithium ion battery technology, and all use a renewable energy source to power the vehicle. The goal of the EcoCAR competition is to spur innovation around advanced technologies that will transform the green automobiles of the future.

“For GM, developing innovative propulsion technology for the automobile is core to reinventing our business and the automobile,” said Elizabeth A. Lowery, GM vice president, Environment, Energy and Safety Policy. “The EcoCAR Challenge fits perfectly with our mission to bring advanced technologies and transportation solutions to markets around the world, and we place a high value on the insight and innovation that students in the competition are bringing to the table.”

This Earth Day, students from the 17 EcoCAR universities across the U.S. and Canada emerge from their [Green Garages](#) to represent and inspire a new generation committed to making an environmentally sustainable future a reality. EcoCAR teams will reach out to their communities and educate the public about the competition, the technologies they are developing and why green innovation is so critical to our nation's vitality.

Additional information about the EcoCAR Challenge is available at www.ecocarchallenge.org. Check back to the Web site the week of August 20, 2009 for a direct link to the *Inside the Green Garage* blog.

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Methodological Notes:

The EcoCAR Survey was conducted from February 20-28, 2008 by Kelton Research. In total, 500 interviews were fielded online. During fieldwork, quotas were set to ensure a reliable and accurate read that was representative of U.S. consumers, ages 18 or older, who plan to purchase or lease a car in the next two years.

The results of any opinion survey are subject to variation – in the form of a margin of error. The overall margin of error for this study is +/-4.4 percentage points at the 95% confidence level.