

Americans Steer Home-Made Products

SAN FRANCISCO — Are drivers knowledgeable about the gasoline they buy? What about common driveability problems? What solutions do consumers seek?

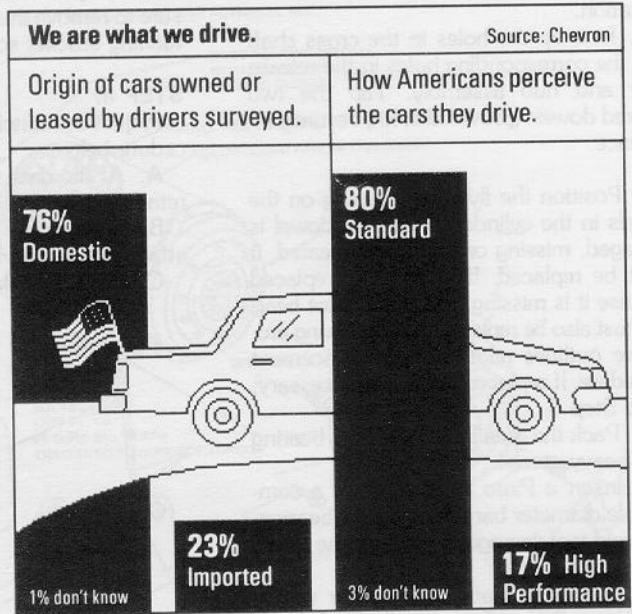
From coast to coast, with whomever you speak, people have a perspective on how well their cars drive. To determine automobile owners' attitudes and understanding about how gasolines and additives affect their cars' performance, Chevron commissioned the research firm of R.H. Bruskin Associates to survey car owners nationally. The results are summarized here:

✓ **We are what we drive.** Imports still have a long road ahead. American drivers typically steer home-made products. Three-quarters of respondents said they most often drive a domestic (76 percent) rather than an import (23 percent). And, conservative car owners far outnumber the sports. Eight people in 10 said they drive standard cars while only 17 percent perceived their car to be a high-performance car.

✓ **Fill 'er up with ???** More than four in 10 (42 percent) drivers don't know the octane rating of the gasoline they purchase. An octane rating is the measure of a gasoline's ability to prevent engine knock.

✓ **Shake, rattle and roll.** Nearly half of drivers surveyed have experienced performance problems with their cars. These include either driveability problems such as stumbling, hesitation and stalling, or knocking and pinging problems which typically have to do with using a gasoline with insufficient octane.

✓ **The quick fix.** Car owners who have experienced driveability problems were given a list of possible solutions and were asked which they felt would be effective in dealing with these problems. (More than one solution could be cited). The most common remedy mentioned was a tune-up (56 percent). However, according to Ron Kiskis, manager, Fuels Division, Chevron Research Company, driveability problems often can be cleared up less expensively: by using a quality gasoline with a deposit control additive. Indeed, a large number



of consumers also cited fuels solutions. Using a higher quality gasoline was listed by 31 percent of drivers interviewed, while 20 percent mentioned using a gasoline containing a specific additive or a bottled additive.

North Charleston Mustang

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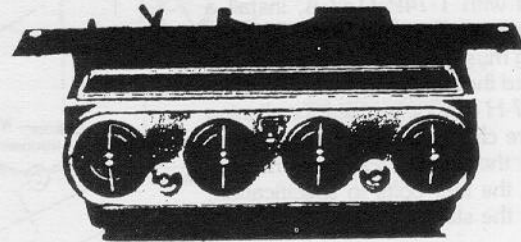
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