



FOR IMMEDIATE RELEASE

THE WHITE HOUSE MAY NOT HAVE ASKED, BUT ONE-THIRD OF CAR DEALERS POLLED WANT

STEVE RATTNER AS CAR CZAR:

Unscientific poll of 600 Big Three general managers puts its finger on an "optimistic pulse"

Tampa, Fla.—January 27, 2009—Focus Inc, one of the largest direct response auto marketers in the country, recently surveyed 600 Big Three auto dealership general managers to gain a better understanding of their overall outlook in the market. Of the Ford (NYSE: F), Chrysler and General Motors (NYSE: GM) dealers polled, 32 percent chose Steve Rattner as who they'd like to see as car czar. Their answers communicated an overall positive attitude among Big Three dealerships despite the troubles they have faced in previous months. Fifty-eight percent of general managers surveyed stated they are now more optimistic with President Obama in office, with Ford leading the way at 66 percent. Furthermore, 83 percent of those polled stated they do not believe their dealerships are in danger of closing, regardless of negative industry forecasts.

Not only do most general managers remain confident in their ability to keep their doors open, but they remain loyal to their brand. When asked if they could be any other Big Three dealer, which would they be, 90 percent of Ford dealers surveyed said they would not change brand affiliation, as well as 79 percent of Chrysler and 81 percent of GM. Considering where the grass might be greener, seven percent of Ford and five percent of Chrysler dealers polled said they would change dealership affiliation to GM if they could. Additionally, an envious 16 percent of Chrysler and 15 percent of GM dealers thought it would be better to be Ford.

"We believe this survey is a good representation of the overall dealer attitude in the auto industry. Dealers have always been resilient, and they will take the steps necessary to stabilize their businesses," says Raul Vazquez, CEO of Focus Inc. "We believe what's left of the pessimism in the industry will rapidly disappear thanks to assistance programs like TALF."

Other interesting insight:

- While a vast number of those polled picked Steve Rattner as their choice for car czar, one percent of Chrysler general managers chose Robo Cop instead.
- Forty-five percent of those surveyed knew the TALF acronym stood for Term Asset-backed securities Loan Facility, with Chrysler leading the way at 51 percent able to define the acronym.

Interestingly, Ford who needs the least amount of assistance only showed 41 percent who could define the acronym.

- In addition to Ford's optimism about Obama taking office, 58 percent of GM and 49 percent of Chrysler dealers were also positive about the change in office.
 - While 83 percent of all surveyed did not believe their dealerships were in danger of closing, Ford was most confident at 86 percent. GM was ranked second at 82 percent, and Chrysler was a close third at 81 percent.
-

Two hundred general managers from each Big Three brand were polled during the month of January via phone to reach a total of 600 survey participants.

Raul Vazquez is available for interviews to discuss the survey results and methodology.

The full survey results are available upon request.

About Focus

Focus Inc is a direct marketing agency specializing in consumer advertising in the automotive industry. Focus serves dealerships in the top 60 markets across the U.S. and helps increase revenue through unique and proven marketing models, accounting for over \$1.25 billion in car sales per year. In the past, Focus has managed advertising campaigns for some of the biggest names in direct response history, including the George Foreman Grill, the Juiceman, Sonicare Toothbrush, OxiClean, the Home Shopping Network and Orange Glo.

Media Contact:

Kelly Duque
Account Manager
Ericho Direct
kelly.duque@erichodirect.com
813-574-8376