

MARLIN MAGAZINE

STILL THE INDUSTRY STANDARD

OWN / LEASED

50.3% of *MARLIN* readers OWN only DOMESTIC CARS

GM

| | PERCENTAGE WHO OWN | ABC RATE BASE 40K |
|-----------------|-----------------------|-------------------------|
| Chevrolet | 32.4% | 12,960 |
| GM | 4.6% | 1840 |
| Cadillac | 2.3% | 920 |
| Buick | .6% | 240 |
| Oldsmobile | .0% | 0 |
| Pontiac | 9.2% | 3680 |
| Saturn | .6% | 240 |
| SUB NET: | 49.7% | 19,880 |

FORD

| | PERCENTAGE WHO OWN | ABC RATE BASE 40K |
|-----------------|-----------------------|-------------------------|
| Ford | 34.1% | 13,640 |
| Lincoln | 2.3% | 920 |
| Mercury | .0% | 0 |
| SUB NET: | 36.4% | 14,560 |

CHRYSLER

| | PERCENTAGE WHO OWN | ABC RATE BASE 40K |
|-----------------|-----------------------|-------------------------|
| Chrysler | 2.3% | 920 |
| Dodge | 15.0% | 6,000 |
| Plymouth | .6% | 240 |
| Eagle | .6% | 240 |
| SUB NET: | 18.5% | 7400 |

Source: 2004 Clear Research Subscriber Survey

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15% of MARLIN readers OWN only IMPORTED CARS

ASIAN

| | PERCENTAGE WHO OWN | ABC RATE BASE 40K |
|-----------------|-----------------------|-------------------------|
| Toyota | 9.8% | 3,920 |
| Nissan | 4.0% | 1,600 |
| Honda | 6.9% | 2,760 |
| Lexus | 8.7% | 3,480 |
| Acura | 3.5% | 1,400 |
| Subaru | 1.7% | 680 |
| Mazda | 1.7% | 680 |
| Infiniti | 1.7% | 680 |
| SUB NET: | 38.0% | 15,200 |

EUROPEAN

| | PERCENTAGE WHO OWN | ABC RATE BASE 40K |
|-----------------|-----------------------|-------------------------|
| BMW | 8.1% | 3,240 |
| Mercedes | 5.2% | 2,080 |
| Volvo | 1.7% | 680 |
| Audi | 1.7% | 680 |
| Porsche | 1.2% | 480 |
| Jaguar | 1.7% | 680 |
| Volkswagen | 1.2% | 480 |
| Saab | .6% | 240 |
| Other | 5.2% | 2,080 |
| SUB NET: | 26.6% | 10,640 |

DOMESTIC / IMPORTED

32.4% of MARLIN readers OWN both DOMESTIC AND IMPORTED CARS

Source: 2004 Clear Research Subscriber Survey

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TOW VEHICLE DEFINITION

SPORT UTILITY / FULL SIZE TRUCK / FULL SIZE VAN

64.4% of MARLIN readers OWN / LEASE TOW VEHICLES
62% considered towability a critical factor during their purchase

23.3% of MARLIN readers will PURCHASE in the next 12 months
61.7% will consider towability a critical factor during the purchase

TOW FREQUENCY

| TIMES PER MONTH | PERCENTAGE WHO USE |
|-----------------------------|-----------------------|
| 1 – 3 | 37.1% |
| 4 – 7 | 14.9% |
| 8 – 14 | 6.2% |
| 15 – 22 | 3.1% |
| 23 – 31 | 3.1% |
| Do not use a vehicle to tow | 35.6% |

Mean: 5.7 times per month

TOW WEIGHT

| INTENDED TOW WEIGHT | PERCENTAGE WHO USE |
|------------------------|-----------------------|
| Less than 2,000 lbs | 7.6% |
| 2,001 – 5,000 lbs | 40.3% |
| 5,001 – 10,000 lbs | 36.1% |
| 10,000 or more lbs | 9.2% |

Mean: 5,000 lbs

Median: 3,600 lbs

Source: 2004 Clear Research Subscriber Survey