

Americans: Driven By Desire—For Their Cars

(NAPSA)—Wanted: Dependable, fun and attractive partner for long-term relationship, buy or lease. According to a new Roper survey from Mercedes-Benz, the aspects people typically look for in a romantic relationship are much like what many drivers look for in their vehicles.

- Twelve percent of those surveyed feel their car understands them better than their significant other—fifty-four percent of whom were convertible owners

- Nearly one-quarter consider their car a best friend

- Twenty-three percent view their car as a member of the family

When asked about whether they wanted a “marriage” or a “fling” with their vehicles, those surveyed overwhelmingly chose an enduring relationship, with ninety-two percent reporting that they want their cars “to last for years and years.”

It’s often said that opposites attract, but forty-six percent of Americans surveyed believe their car matches their personality. In fact, many Americans customize their vehicles to mirror their personality. One in four say they buy accessories and options for their car, while twelve percent have a vanity plate.

Michelle Cervantez, vice president of marketing for Mercedes-Benz USA, said, “As the inventor of the automobile, Mercedes-Benz has had over a century of experience with the unique and enduring relationships people have with their vehicles. We have been cele-



Lovers’ Lane. According to survey, 83 percent of Americans report having had a romantic moment in their cars.

brating these relationships in a variety of ways—from introducing new models to the marketplace to bringing our model lines to people through events like the Love Mercedes Tour.”

The LoveMercedes Tour was an event that toured 12 cities nationwide this year, where people had a chance to strike up their own love affairs with all nine Mercedes model lines through first-hand test drives on three road courses. For every mile driven at the events, Mercedes-Benz USA donated money toward scholarships for students in the respective cities through the DRIVE YOUR FUTURE: The Mercedes-Benz USA Scholarship Program. The scholarships go to students who are the first in their families to attend college, demonstrate exemplary academic achievement, financial need, leadership and participation in school and community activities. More information is at www.mbusa.com.