

Automotive Answers



Finding A Prescription For Spring Fever

(NAPSA)—Each year, millions of Americans greet the vernal equinox with a restless edge—a pent-up feeling inside that just can't be shaken. Unlike other maladies, most people don't want to eliminate spring fever, they just want to find a temporary cure—a pastime or purchase to help scratch that itch.

According to a national survey conducted by Lexus, Americans overwhelmingly believe that the best cure for spring fever is the great outdoors—activities that allow them to bask in the glory of sunshine after a dreary winter spell. When asked “What's your Rx for spring fever?” survey respondents gave the following answers:

1. Barbecue/picnic;
2. Beach;
3. Road trip;
4. Outdoor sports;
5. Baseball game; and
6. Golf.

The survey found that those on the East Coast are more than twice as likely to see golf as the best prescription for spring fever as those in western states. Also, women are 50 percent more likely to want to celebrate the coming of spring by going to the beach.

“The best remedy for spring fever is doing naturally what your body is craving and seeking, such as going for a drive along the



For some people, buying a new car can help cure spring fever.

beach, that exposes you to the sun and allows you to release those pent-up feelings,” says Dr. Mark Hatton, a psychologist specializing in adjustment issues. “So don't fight it. Just go with it!”

In the Pacific states (Calif., Ore., Wash., Hawaii and Alaska), people are more likely to buy a new car with the approach of spring. One model that will appear in showrooms right around that time is the all-new 2004 Lexus RX 330. Technology, safety and comfort features on this new model raise the standard for the luxury crossover segment—and make getting to the beach and those springtime BBQ's all the more fun.

Also according to the survey, as spring rolls around, nearly two-thirds of Americans want to play hooky more than once a month—and 23 percent actually do!



Note to Editors: Electronic images are available online via the Wieck Photo Database or via the Lexus news media Web site (<http://pressroom.lexus.com>).