

NEWSWORTHY TRENDS

Newsworthy Trends

Safety Driving SUV Sales

(NAPSA)—When it comes to car buying, safety and utility tend to drive consumers' decisions. For example, Sport-Utility Vehicles (SUVs) are increasingly popular with American consumers because of the safety they can provide during hazardous weather conditions and for their overall versatility, according to a recent survey.



A survey found consumers favor SUVs for their safety and versatility.

Nearly three quarters of SUV owners polled by R.L. Polk & Company said they chose their vehicles to use during harsh weather-induced driving conditions. Americans also rely heavily on SUVs for their utility value. About half of respondents use their SUVs to haul tools, appliances and other bulky items.

Women consumers, who have made SUVs their top vehicles of choice, say they use their vehicles to transport children to school or daycare. The survey also found men are more than twice as likely as women to use their SUVs to haul boats, snowmobiles or other motorized items. Men are three times as likely as women to haul camping trailers with SUVs.

For more information, visit www.autoalliance.org.