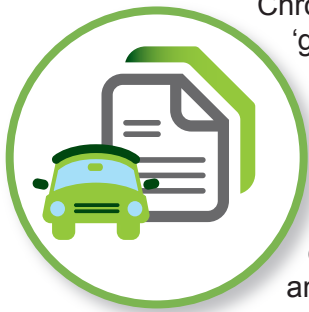


Chrome Tells the 'Green' Story



Chrome has the data you need to tell the 'green' story. With unprecedented consumer demand for fuel-efficient and alternative fuel vehicles, we deliver the hard-hitting, targeted information you need to design 'green' vehicle presentations, and enable vehicle searches by 'green' attributes. Fuel economy, safety ratings, product reviews, and color images, Chrome has it all.

Enable 'green' vehicle searches with the following data points:

- ▶ Fuel economy for both city and highway
- ▶ Engine type
- ▶ Fuel type
- ▶ EPA Classification
- ▶ Transmission
- ▶ GVWR/Curb Weight
- ▶ Drivetrain

Combine the above information with additional vehicle data to create comprehensive 'green' vehicle presentations that erase misconceptions and provide granular detail. Additional data includes:

- ▶ Price – Considered expensive at first, many green vehicles are competitively priced
- ▶ Crash Test Ratings – Test ratings show fuel-efficient vehicles stack up against the competition
- ▶ AutoBrief Reviews – Expert opinions on the validity of new technology
- ▶ Passenger Capacity – If the family won't fit, consumers won't buy it

With Chrome solutions you can easily deliver the 'green' vehicle data consumers want through intuitive vehicle searches and easy-to-understand vehicle presentation. Chrome delivers. Let us show you how.



Chrome Green Data Features

For every vehicle get:

- ▶ Fuel economy : city and highway
- ▶ Engine type
- ▶ Fuel type
- ▶ Transmission
- ▶ GVWR/ Curb Weight
- ▶ Drivetrain
- ▶ Price
- ▶ Standard available equipment
- ▶ Optional equipment lists
- ▶ Consumer information



Chrome Green Data Benefits

- ▶ Easy access to 'green' data points including:
 - ☑ Fuel economy
 - ☑ Engine type
 - ☑ Fuel type
- ▶ Enable consumer searches based on green criteria
- ▶ Create comprehensive 'green' vehicle presentations

2008 TOYOTA PRIUS

MSRP: \$22,475.00

Invoice: \$21,100.00



Review:

The super-frugal Prius, with its Hybrid Synergy Drive, has sophisticated electric-drive componentry and a battery system that allows energy to be recovered from coasting and braking, bringing a fuel economy figure of 48 city and 45 highway. For space and fuel efficiency, the 2008 Toyota Prius can't be beat.

The compact Prius has a design that emphasizes interior space and thus it qualifies as a mid-size car, and Toyota boasts that it ranks as the most fuel-efficient mid-size car in America. Astounding fuel efficiency and low emissions, ample interior space and maneuverability make the Prius a strong competitor in the hybrid vehicle category.



Engine

- ▶ Engine Type: Gas/Electric I4
- ▶ Displacement: 1.5L/91

EPA Classification:

- ▶ Mid-size

Transmission:

- ▶ Transmission: CVT Automatic
- ▶ Drivetrain: Front Wheel Drive

Interior Dimensions:

- ▶ Passenger Capacity: 5

Vehicle Weight:

- ▶ GVWR/Curb Weight: 2,932 lbs



EPA Fuel Economy

City MPG



HWY MPG



NHTSA Crash Test Results

Results based on a 35 MPH frontal crash and 38.5 MPH side crash. Results are reported in a range of one to five stars, with five stars indicating the best crash protection for vehicles within the same weight class. This test used driver and passenger belts and airbags.

- ▶ Frontal Driver: ****
- ▶ Frontal Passenger: ****
- ▶ Side Driver: *****
- ▶ Side Rear Passenger: ****
- ▶ NHTSA Rollover Rating: ****