

Vehicle Purchase Decision
WORKBOOK
Version 8.25.2022

This collection of information is voluntary and will be used for formative purposes only so that we may develop communications programs designed to reduce the number of traffic-related injuries and deaths. A federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subjected to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. The OMB Control Number for this information collection is 2127-New. Public reporting for this collection of information is estimated to be approximately five minutes per response, including the time for reviewing instructions, completing and reviewing the collection of information. All responses to this collection of information are voluntary. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Information Collection Clearance Officer, National Highway Traffic Safety Administration, 1200 New Jersey Ave SE, Washington, D.C., 20590

NAME: _____

LOCATION: _____

TIME: _____

DATE: _____



ACTIVITY #1

EPA Fuel Economy and Environment

E85 Flexible-Fuel Vehicle
Gasoline-Ethanol (E85)

You

over 5 years
compared to the
average new vehicle.

Annual fuel cost

Fuel Economy & Greenhouse Gas Rating (mpg only)

1 **6** 10
Best

Smog Rating (tailpipe only)

1 **5** 10
Best

Calculate personalized estimates and compare vehicles

fuelconomygov

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score

Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar size and weight.

| | | |
|---------|------------|-----------|
| Frontal | Driver | Passenger |
| Crash | Front seat | Rear seat |
| Side | Crash | Rollover |

Based on the risk of injury in a side impact.

★ ★ ★ ★ ★

IIHS Ratings

Top Safety Pick Award Winner

| | |
|----------------|------|
| Frontal Offset | GOOD |
| Side Impact | GOOD |
| Rear Impact | GOOD |
| Roof Strength | GOOD |

The Institute rates vehicles Good, Acceptable, Marginal, or Poor based on performance.

Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest.

Source: National Highway Traffic Safety Administration (NHTSA).
www.safercar.gov or 1-888-327-4236

Ford ESP is the only extended service plan honored at every Ford dealership in the U.S. and Canada. See your dealer for additional details or visit www.fordowner.com for more information.

Choose the vehicle you want. Whether you decide to lease, finance, or buy, you'll find the right Ford dealer for details or visit www.forddealer.com.

This label is affixed pursuant to the Federal Automobile Information Disclosure Act, Gasoline, License, and Title Fees, State and Local taxes are not included. Dealer installed options or accessories are not included unless listed above.

---STOP!---

ACTIVITY #2

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score **Not Rated**
 Based on the combined ratings of frontal, side and rollover.
 Should ONLY be compared to other vehicles of similar size and weight.

| | | |
|--------------------------|---------------------|--------------------------------|
| Frontal Crash | Driver Passenger | Not Rated Not Rated |
|--------------------------|---------------------|--------------------------------|

Based on the risk of injury in a frontal impact.
 Should ONLY be compared to other vehicles of similar size and weight.

| | | |
|-----------------------|-------------------------|------------------------|
| Side Crash | Front seat Rear seat | ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ |
|-----------------------|-------------------------|------------------------|

Based on the risk of injury in a side impact.

Rollover ★ ★ ★ ★
 Based on the risk of rollover in a single-vehicle crash.

**Star ratings range from 1 to 5 stars (★★★★★), with 5 being the highest.
 Source: National Highway Traffic Safety Administration (NHTSA).
 www.safercar.gov or 1-888-327-4236**

How effectively does this section convey information related to safety?
(please circle one)

- | | | | | |
|------------------------|----------------------|----------------------|------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all effectively | Not very effectively | Somewhat effectively | Very effectively | Extremely effectively |

How well does the information in this section grab your attention?
(please circle one)

- | | | | | |
|-----------------|---------------|---------------|-----------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all well | Not very well | Somewhat well | Very well | Extremely well |

How helpful is the information in this section in helping you during the purchasing or leasing decision?
(please circle one)

- | | | | | |
|--------------------|------------------|------------------|--------------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all helpful | Not very helpful | Somewhat helpful | Very helpful | Extremely helpful |

---STOP!---

ACTIVITY #3



How effectively does this concept convey information related to safety?

(please circle one)

- | | | | | |
|--------------------------------|------------------------------|------------------------------|--------------------------|-------------------------------|
| 1 Not at all effectively | 2 Not very effectively | 3 Somewhat effectively | 4 Very effectively | 5 Extremely effectively |
|--------------------------------|------------------------------|------------------------------|--------------------------|-------------------------------|

How well does the information in this concept grab your attention?

(please circle one)

- | | | | | |
|-------------------------|-----------------------|-----------------------|-------------------|------------------------|
| 1 Not at all well | 2 Not very well | 3 Somewhat well | 4 Very well | 5 Extremely well |
|-------------------------|-----------------------|-----------------------|-------------------|------------------------|

How helpful is the information in this concept in helping you during the purchasing or leasing decision?

(please circle one)

- | | | | | |
|----------------------------|--------------------------|--------------------------|----------------------|---------------------------|
| 1 Not at all helpful | 2 Not very helpful | 3 Somewhat helpful | 4 Very helpful | 5 Extremely helpful |
|----------------------------|--------------------------|--------------------------|----------------------|---------------------------|

---STOP!---

ACTIVITY #4



How effectively does this concept convey information related to safety?

(please circle one)

- | | | | | |
|--------------------------------|------------------------------|------------------------------|--------------------------|-------------------------------|
| 1 Not at all effectively | 2 Not very effectively | 3 Somewhat effectively | 4 Very effectively | 5 Extremely effectively |
|--------------------------------|------------------------------|------------------------------|--------------------------|-------------------------------|

How well does the information in this concept grab your attention?

(please circle one)

- | | | | | |
|-------------------------|-----------------------|-----------------------|-------------------|------------------------|
| 1 Not at all well | 2 Not very well | 3 Somewhat well | 4 Very well | 5 Extremely well |
|-------------------------|-----------------------|-----------------------|-------------------|------------------------|

How helpful is the information in this concept in helping you during the purchasing or leasing decision?

(please circle one)

- | | | | | |
|----------------------------|--------------------------|--------------------------|----------------------|---------------------------|
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|----------------------------|--------------------------|--------------------------|----------------------|---------------------------|

---STOP!---

ACTIVITY #5

GOVERNMENT 5-STAR SAFETY RATINGS

Crash Protection
Based on structural and restraint performance

Safety Technology
Based on technology performance

Awarded

Need more info? Visit NHTSA.gov or call 1-888-327-4236.

How effectively does this concept convey information related to safety?
(please circle one)

- | | | | | |
|------------------------|----------------------|----------------------|------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all effectively | Not very effectively | Somewhat effectively | Very effectively | Extremely effectively |

How well does the information in this concept grab your attention?
(please circle one)

- | | | | | |
|-----------------|---------------|---------------|-----------|----------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all well | Not very well | Somewhat well | Very well | Extremely well |

How helpful is the information in this concept in helping you during the purchasing or leasing decision?
(please circle one)

- | | | | | |
|--------------------|------------------|------------------|--------------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all helpful | Not very helpful | Somewhat helpful | Very helpful | Extremely helpful |

---STOP!---

ACTIVITY #6

Please circle the concept you feel is most effective at conveying safety information.

Prefer
concept A



Prefer
concept B



Prefer
concept C



Why did you select the one you did?

---STOP!---

ACTIVITY #7

Please circle the design you feel is most effective at conveying safety information.

Prefer existing



Prefer concept A



Prefer concept B



Prefer concept C



Why did you select the one you did?

---STOP!---