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16. Abstract <p>This report focuses on consumer-acceptance issues related to fuel-saving and advanced vehicle technologies. The main objective of this survey was to understand the overall importance of fuel economy, consumer preferences, and general knowledge regarding various advanced vehicle technologies and vehicle types (i.e., powertrains, including electric and fuel-cell vehicles) when deciding which vehicle to own. Of special interest were the factors that consumers consider to be problematic or disadvantages that may impede greater acceptance of advanced vehicle technologies, as well as general willingness to pay for various levels of improvement in fuel economy.</p> <p>The following advanced vehicle technologies were included in the survey: continuously variable transmissions (CVT), cylinder deactivation, diesel engines, gasoline-hybrid vehicles, stop-start engine systems, supercharging, turbocharging, and twincharging. The survey yielded completed responses from 674 vehicle owners (or lessees) 18 years of age or older.</p> <p>Overall, fuel economy is important to consumers and they generally do not care specifically how fuel savings are achieved. Knowledge and opinions were mixed, with older respondents and males being more likely to have stronger opinions (both positive and negative) and to claim to know more about the technologies covered by the survey than younger respondents and females. As expected, willingness to pay for improved fuel economy was directly related to the magnitude of the improvement.</p> <p>An overview of advanced vehicle technology market-share trends during the past 40 years is also included.</p>					
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