



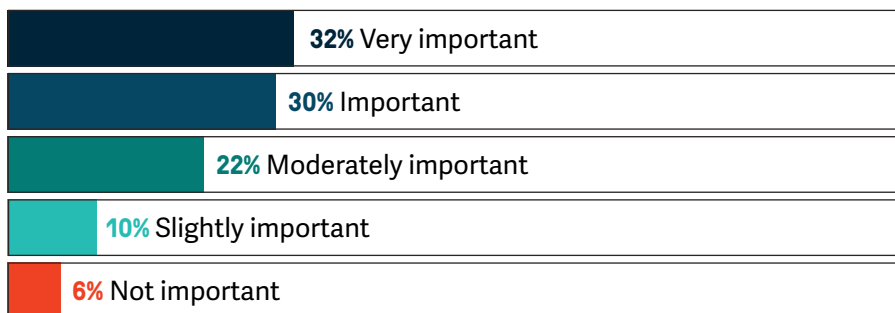
The 2023 Norfolk Southern Automotive Buyer Benchmark

SUSTAINABLE MANUFACTURING AND TRANSPORT MATTER TO CAR BUYERS

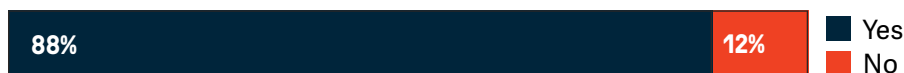
A blind survey of 1,027 American consumers with intent to purchase a vehicle explores their understanding and desire for a sustainable automotive ecosystem. The research delves into consumer sentiment toward car manufacturers' current sustainability efforts. It also dives into strategies manufacturers can implement to reduce their carbon footprint and ways they can promote these efforts.

Consumers put Sustainability in the Fast Lane

Consumers are putting their money where their minds are, and increasingly that's sustainability. When asked how important is it to you that your next vehicle is manufactured sustainably, respondents said:



Do you research if automotive brands you're considering have practices in place to minimize manufacturing waste and environmental impact?



Driving Sustainable Automotive Supply Chains Forward

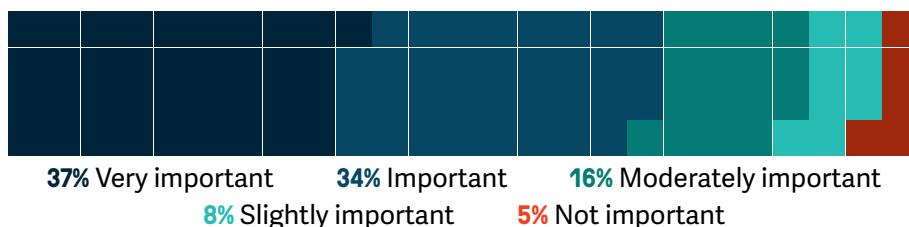
Norfolk Southern is in the business of a better planet. We integrate sustainability into our daily operations to advance our business, help our partners achieve their sustainability goals, and honor our commitments as a responsible corporate citizen.



Learn more about Norfolk Southern

Vehicle Transport in the Front Seat

The majority of consumers say it is very important to important that automotive manufacturers use the most sustainable options to transport goods and materials.

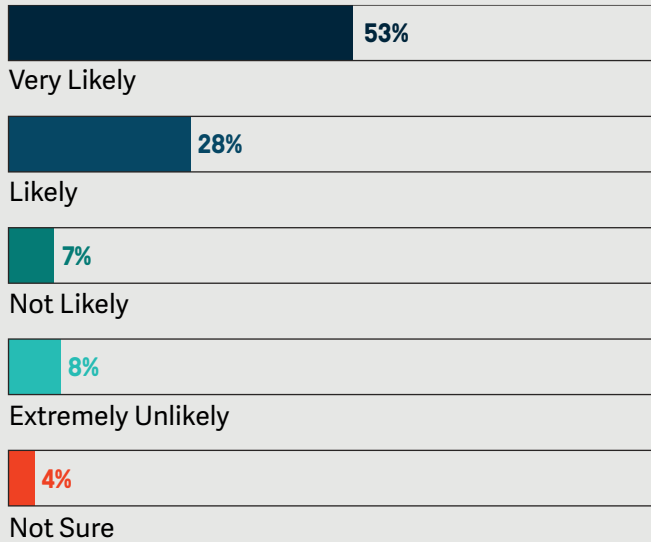


When asked which option is the most sustainable method for transporting a vehicle from the manufacturer to the dealership, consumers said:

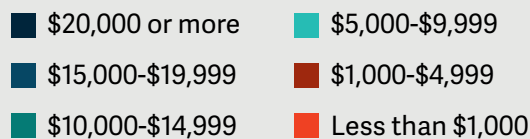
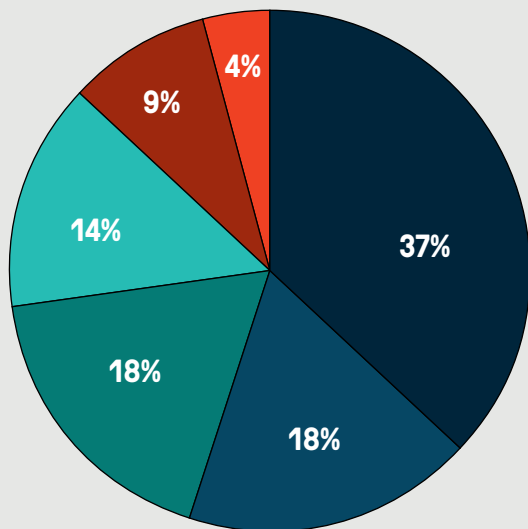


EV Moves Full Speed Ahead

81% of car buyers say it is very likely to likely they will own an electric or hybrid vehicle by 2032.

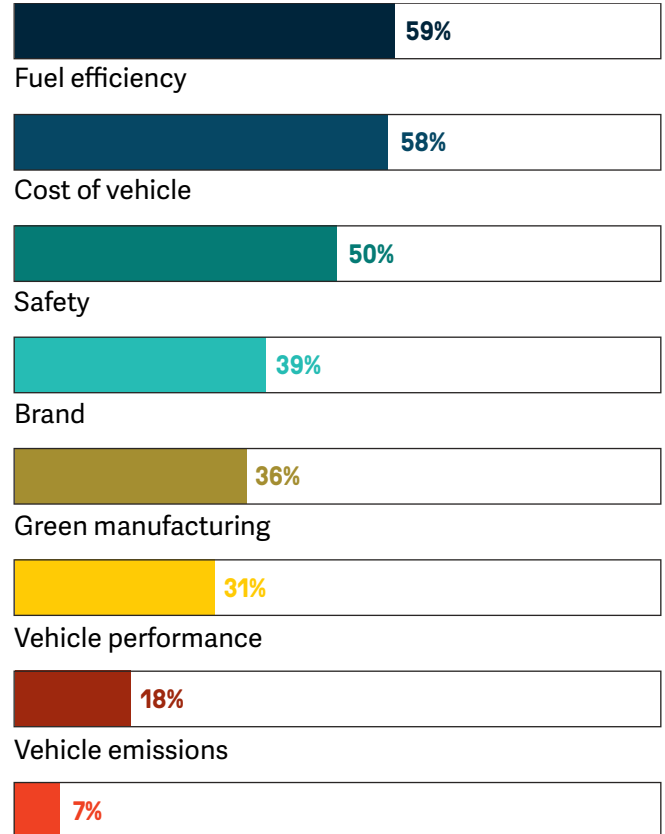


Most car buyers (55%) will pay an additional \$15,000+ for an electric or hybrid vehicle.



Charged Up on Sustainable Manufacturing

When asked which of the following factors are the most important when considering purchasing a vehicle, green manufacturing beat out vehicle performance.



Your own environmental impact/footprint

69% are more likely to consider one automotive brand over another if the brand obtained a "sustainably manufactured and transported" certification for their vehicles.

