

Survey points to growing alternative fuel interest

A new survey of automotive industry executives shows that consumers are placing more importance on alternative fuel vehicles.

The survey, by tax, audit and advisory firm KPMG LLC, indicated 65 percent of 113 senior automotive executives who were surveyed believe car buyers want vehicles using alternative fuels.

That's up from 53 percent in last year's KPMG's annual survey.

KPMG also reported that 86 percent of the respondents said quality is a key factor for customers and 84 percent said fuel efficiency is a key.

"The industry knows where it is and knows where it needs to be," said Daron Gifford, national automotive leader for KPMG. "It needs to produce quality vehicles that are fuel efficient, especially in this economic cycle, and it needs to invest heavily in developing alternative sources of power."

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