

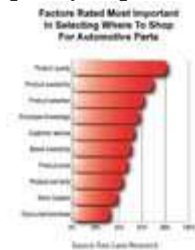
# INDUSTRY NEWS

**FASTLANE**  
research

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## What Is Important To Consumers

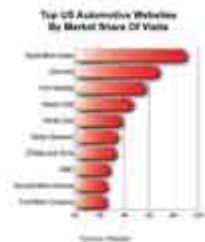
When automotive enthusiasts go looking for parts for their vehicle-performance parts, accessories, or replacement parts-the thing that is most important to them is the quality of products. In fact, enthusiasts select the retailer they will purchase from in large part based on the quality of products they will find on the shelves.



[http://fastlaneresearch.com/what\\_is\\_important\\_to\\_customers.html](http://fastlaneresearch.com/what_is_important_to_customers.html)

## Top Automotive Websites

If you think the top automotive websites are owned by the car companies you are almost right. When it comes to what portion of online traffic lands on particular automotive websites there are a couple in the middle that may surprise you



[http://fastlaneresearch.com/top\\_automotive\\_websites.html](http://fastlaneresearch.com/top_automotive_websites.html)

## Automotive Study: Women

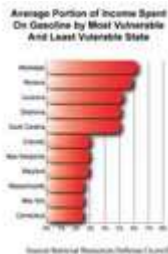
It is apparent that the business model employed in the automotive industry is broken. Companies from car makers and suppliers all the way down to the corner garage are looking for ways to reinvent themselves. Part of the problem for this long time male dominated industry is a lack of understanding of female consumers.



[http://fastlanersearch.com/automotive\\_study\\_women.html](http://fastlanersearch.com/automotive_study_women.html)

### **Gas Price Spikes Threaten Some Wallets More Than Others**

As many energy experts are predicting that gas prices will rise nationally to more than \$3 per gallon this spring, a new study shows the heavy toll these spikes would have on Americans' wallets. The economic white paper, "Ranking States Oil Vulnerability: Assessing the Continued Threat of Gas Price Spikes," examines the impact of a gas price spike similar to the summer of 2008 in states across the country.



[http://fastlanersearch.com/gas\\_price\\_spikes\\_threaten\\_some\\_wallets\\_more\\_than\\_others.html](http://fastlanersearch.com/gas_price_spikes_threaten_some_wallets_more_than_others.html)

### **Hot Links - Top Automotive Stories from the Web**

[10 Damn Near Perfect Cars](#)

[McLaren unveils 'affordable' MP4-12C](#)

[GM Unveils New Laser Heads-Up Display For Better Visibility](#)

[A Second Chance at Hot Rod History: 1967 Shelby GT500 Is Reborn](#)

[Driverless car to test out Pikes Peak climb](#)

[Video: LMC Super Cuda races Enzo Ferrari over 200 mph](#)

[Electronics Whiz Controls '69 Pontiac GTO With iPod Touch](#)

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