Almost 25% of all ford and gm hybrid vehicles were sold to the federal government...

Business, Marketing



Hybrid cars Majority of hybrid cars are sold domestically. People would like to have the first experiences, tastes and preferences of using them. They will directly shop from manufacturers rather than being availed to them by distributors (Keane 1).

The cars are quite efficient and effective, since they are environmental friendly. This includes less fuel consumption compared to other old high rated gasoline vehicles. They also do not emit toxic gases to the environment and are cost effective in terms of fuel and maintenance (Keane 1). The cars also have greater resale value since their demand has been on the rise; everyone and well competent drivers tend to try drive testing them. This has helped in breaking the monotony of driving only gasoline engine vehicles (Keane 1).

The cars have greater charged engine batteries that enable them store power for a longer time. The distance covered is also greater without it being quite involving. Their speed is also fast compared to the gasoline engine vehicles, since their engines are modified to fit different needs (Keane 1). They also have improvement in their performances offered by the class of the battery helped automobiles.

We can obtain than in the past few years, there has been great improvement in innovation and technologies in motor markets. The global markets are now demanding for new and better cars. Consumers demand changes to test their new experiences. This has led in increasing purchasing power of consumers (Keane 1).

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