



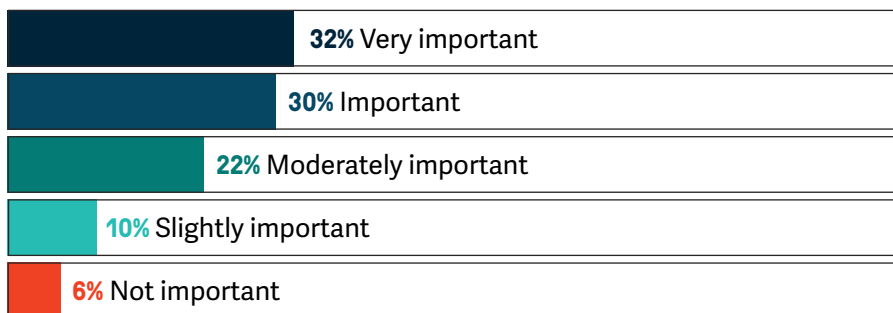
The 2023 Norfolk Southern Automotive Buyer Benchmark

SUSTAINABLE MANUFACTURING AND TRANSPORT MATTER TO CAR BUYERS

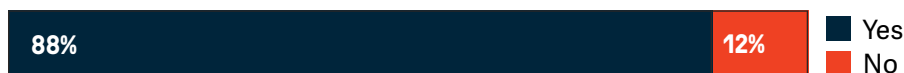
A blind survey of 1,027 American consumers with intent to purchase a vehicle explores their understanding and desire for a sustainable automotive ecosystem. The research delves into consumer sentiment toward car manufacturers' current sustainability efforts. It also dives into strategies manufacturers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

Climate Change and Consumer Spending

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?



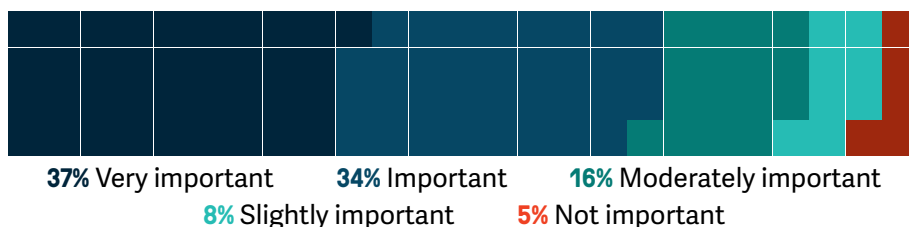
Driving Sustainable Automotive Supply Chains Forward

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 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:

