



# **1/87 VEHICLE CLUB**



## **2003 SPRING MODEL SURVEY**

### **Light Vehicles**

**March 20, 2003**

One of the dilemmas faced by a manufacturer of scale vehicle models is selecting prototypes to use as the basis for future projects. At various times, members of the 1/87 Vehicle Club have been asked to serve as advisors or to make suggestions, a confidence we appreciate and do our best to merit. However, we realize individual recommendations are colored by personal perceptions, therefore, we decided it would be more beneficial to conduct an online survey to get as broad a consensus as possible within a short time.

Participants in the survey were generally individuals who enjoy scale vehicle models in their own right. This group includes collectors, model builders and model railroaders. Common wisdom in the industry, at least in North America, would seek increased emphasis on the model railroad market, however, it has been our experience that model railroaders often attach only secondary significance to high-quality vehicle models and frequently prefer economy to fidelity. While this is certainly a market segment worthy of consideration, the typical vehicle model fan will purchase more models, and willingly pay a higher price per unit, than the typical model railroader. Collections numbering in the hundreds, or even thousands, of 1/87-scale vehicle models are not uncommon. This market segment has long been the driving force in Germany, where 1/87 scale is the primary sale for vehicle collectors. In that market, model railroaders make up a relatively small portion of total sales, both by unit and “dollar” volumes. This segment, while not yet dominant, is also growing in the North American market.

Previous surveys conducted by the 1/87 Vehicle Club were based on participants suggesting various models and a tally of the popularity of each. While this provides a wide range of subjects, it does not provide an opportunity to provide statistically valid input on which to recommend a business decision. For that reason, we determined that it would be preferable to provide a limited range of choices within four main categories. A small sample group made recommendations and these were winnowed down to a manageable number.

We tried to select prototypes that had some significance: for example, the 1965 Chevrolet Impala was the best-selling car model of all time, with single-year sales of over one million units. In the majority of instances, they also were chosen for their ability to be re-released in a variety of forms, such as police, fire or taxi versions. Finally, the criteria for selection included a requirement that no competing product was currently available as a ready-to-run model of sufficient quality to appeal to collectors as well as modelers.

In the Classic Car and Classic Truck categories, we also tried to cover a broad time span to gauge interest in particular eras. In this, it is quite possible a poll of North American model railroaders might produce a different outcome, based on the popularity of the Transition Era (roughly post-WWII to 1959) and the times immediately before and after. However, the more modern models that proved most popular in our survey would still be valid products for the model railroad market as a number of contemporary products exist and, if produced in plastic, they would be suitable as loads for open auto racks common at that time.

You will find the survey results and additional notes on the following pages. We hope you will find our survey to be a useful tool in future product planning.

<b>Classic Car</b>	<b>Total Votes</b>
1974 Ford LTD Sedan	183
1965 Chevrolet Impala Hardtop	150
1934 Chrysler Airflow Sedan	61
1950 Ford Sedan	58
1957 Plymouth Plaza sedan (Note: could also be Savoy)	35
Not Interested In Category	58

<b>Classic Truck</b>	<b>Total Votes</b>
1968 Chevrolet C-10 Pickup	199
1956 Ford F-100 Pickup	113
1965 Dodge A-100 Van	104
1964 Chevrolet Fleetside Pickup	80
Not Interested In Category	49

<b>Modern Car</b>	<b>Total Votes</b>
2001 Chrysler PT Cruiser	127
1998 Dodge Intrepid Sedan	117
2000 Chevrolet Impala Sedan	114
1993 Ford Mustang Coupe (Last year of Special Service Police Package)	98
Not Interested In Category	89

<b>Modern Truck</b>	<b>Total Votes</b>
1994 Dodge Ram pickup	149
1993 Chevrolet Cheyenne 1500 pickup	145
1994 Ford Ranger compact pickup	101
1996 Jeep Cherokee Sport-Utility Vehicle	73
Not Interested In Category	77

The survey was posted on the website of the 1/87 Vehicle Club from March 3, 2003 to March 17, 2003. Results were automatically accumulated and tallied with Microsoft Access. All responses were screened by multiple methods to eliminate duplicates. Statistical evaluations were performed with Microsoft Access and Microsoft Excel.

In the two weeks the Survey was available, we received 545 valid responses. Of that total, 77.4% came from the United States. Canadian participants accounted for about 9.6%. The remaining 13% came from countries outside of North America, with the majority of

responses coming from the Netherlands and Germany. We also received responses from other European countries and from Australia, Japan and New Zealand. We even had one response from Botswana.

Breaking down the responses in three large arbitrary categories, U.S., Canada and International, we found there were significant preference differences in each. While the participants from the United States were overwhelmingly in favor of the 1974 Ford LTD and 1968 Chevrolet C-10, they preferred the Dodge Intrepid and Ford Mustang in Modern Cars and gave the Dodge Ram pickup a wider margin in Modern Trucks. Canadians, on the other hand, gave the Dodge A-100 van a tie with the Chevrolet in Classic Trucks, and liked the Chevrolet products in both Modern Car and Modern Truck. International voters were so strongly in favor of the Chrysler PT Cruiser; their votes gave it the overall win in the Modern Car category. In addition, they preferred the 1934 Chrysler Airflow in Classic Car and the Dodge A-100 van in Classic Truck. International participants also gave the Jeep Cherokee a tie for second place with the Chevrolet Cheyenne, its strongest finish among the three groups.

While we believe that 1:87-scale models of any of these prototypes would be welcome, we believe the results of this survey show some definite preferences suggesting the leaders would appeal to a broader base of potential customers.

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# Classic Cars



1934 Chrysler Airflow



1950 Ford Sedan



1957 Plymouth Sedans



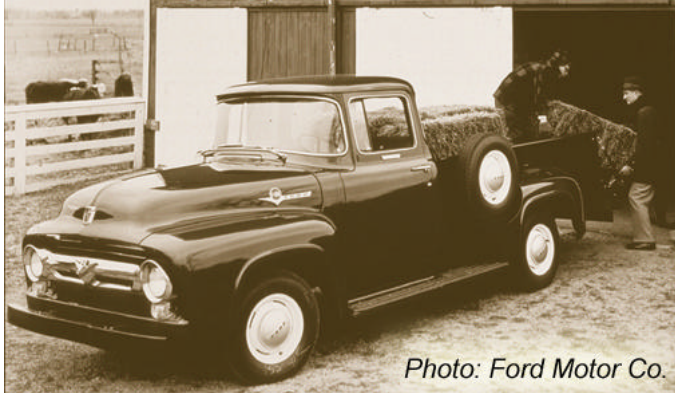
1965 Chevrolet



1974 Ford LTD Hardtop



# Classic Truck/Modern Car



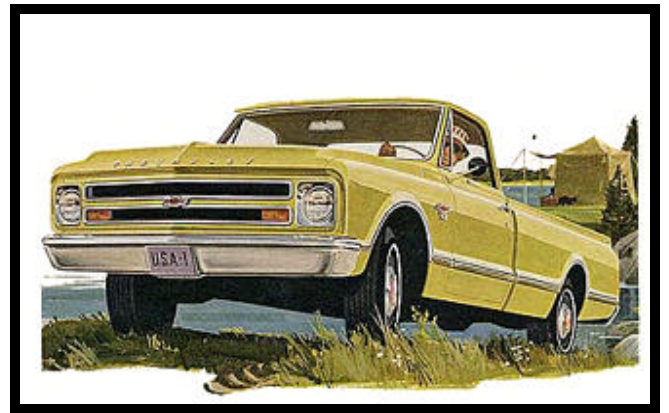
1956 Ford F-100



1964 Chevrolet Fleetside



1965 Dodge A-100



1968 Chevrolet C-10



1993 Ford Mustang



1998 Dodge Intrepid



2000 Chevrolet Impala



2001 Chrysler PT Cruiser

# Modern Trucks



1996 Jeep Cherokee



1994 Ford Ranger



1993 Chevrolet Cheyenne



1994 Dodge Ram

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