



FOR IMMEDIATE RELEASE

TREND FORECASTER ANDREA HOFFMAN ADVISES AUTOMOTIVE CONGRESS TO TAP THE “ROYALTONS™,” AFFLUENT ETHNIC BUYERS AS NEW NICHE MARKET

Hamburg, NJ, January 9, 2007 – Building market share is a burning issue for 2007 automakers, particularly those who are US-based. Trend forecaster and marketing guru Andrea Hoffman will discuss a new marketing approach that targets affluent ethnic consumers, which she dubs the “Royaltons™” for their untapped economic power. Hoffman, the CEO of Diversity Affluence, a marketing consultancy designed to reach this audience, will speak on “Changing Perceptions, Driving Business,” at the Automotive News World Congress in Dearborn, Mich., on Wednesday, January 17, 2007. Hoffman was invited to speak as part of a panel on “Marketing Tomorrow: Reaching the Right Buyer.” The Congress meets January 15-18, immediately preceding the North American International Auto Show.

Hoffman will to an audience of over 300 automotive decision makers and journalists about consumer trends and how to reach the right buyer. As part of her presentation, Hoffman will describe the Royaltons, “an important consumer group that is highly influential and currently underserved,” according to Hoffman. “As diversity populations grow and cultures merge, a shift in how strategies are written, how marketing budgets are allocated and how plans are executed is a business imperative.”

Hoffman coined the new word because the usual term, “minority,” is insufficient to describe the affluent ethnic population. “Today, 13 percent of American households have an annual income of \$100,000 or more, compared with just four percent a decade ago, according to the U.S. Census 2000. Increasingly, a greater proportion of that total belongs to members of the diverse ethnic population,” she said. “Of the 38.3 million African-American households, more than five million report income of \$100,000 or more. Contrary to what most marketers may believe, this is about the same percentage as for the overall U.S. population. Forty-three percent of African-Americans own their

homes, and more than one million hold advanced degrees. African-American enrollment at elite universities is at a high of nine percent.”

Hoffman will also talk about niche marketing – the value of building awareness, trust and loyalty, targeting 5,000 and 10,000 consumers at a time. “Each group will have its own concentric circle of marketing efforts that resonate with that particular group. These individual concentric circles work together to build critical mass that translates into the new mass marketing,” she said.

The mission of Diversity Affluence is to be the authoritative voice of, and advocate for the affluent ethnic consumer. The company provides expert marketing and business development insight and advice to brands that are interested in engaging this audience as a way to expand their reach and ultimately increase sales.

The first company of its kind, Diversity Affluence provides the depth and breadth of marketing and business development consulting necessary for brands to effectively target and engage new and affluent ethnic classes, including Asian Americans, Hispanic Americans, African Americans, Russian Americans and others, with the help of seasoned trendsetters, futurists, luxury marketers and diversity consultants focused on developing effective strategies and tactics to increase business productivity.

In founding Diversity Affluence, Hoffman has combined her advocacy of diversity initiatives with a background in luxury brands. Over the course of her career, she has worked with a range of organizations, including BMW of North America, Mercedes-Benz USA, Alliance Capital Management, 20th Century Television, the National Council of La Raza, ABC’s American Latino Media Arts Awards, Hachette Filipacchi Media, Gibson Musical Instruments and NASCAR Café.

More information about Diversity Affluence is available at www.diversityaffluence.com.

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