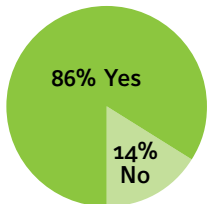


A JOHNSON CONTROLS SURVEY CONDUCTED BY HARRIS INTERACTIVE

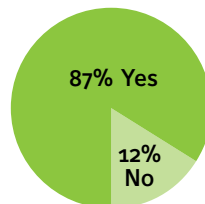
Powering the United States Hybrid Vehicle Industry



Survey: Vast majority of Americans believe hybrid technology is strategically important for U.S.



"The United States government should support the advancement of Battery technology for hybrid cars in the country."



"The United States needs to become a leader in the research, development and manufacture of hybrid cars."

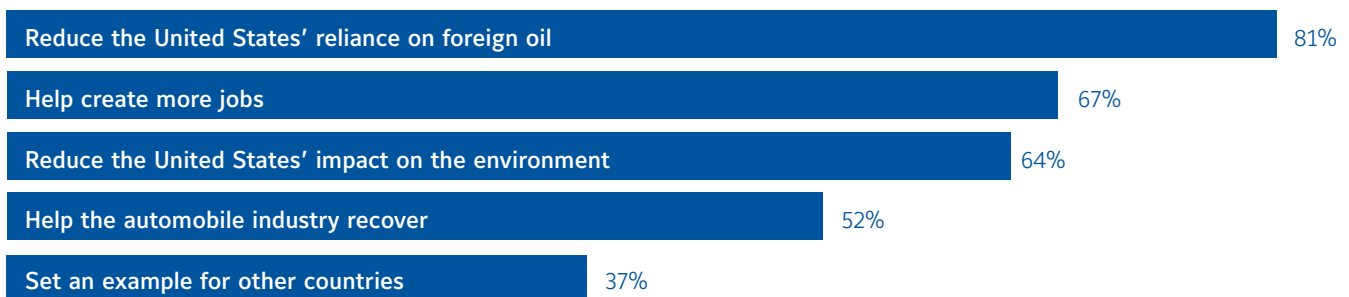
A new Johnson Controls survey, conducted by Harris Interactive®, makes one conclusion abundantly clear: While U.S. consumers strongly recognize the strategic importance of the country's leadership in hybrid vehicles -- and the need for government support to advance hybrid technology -- they need vehicle costs to come down for the hybrid industry to thrive. Johnson Controls commissioned the survey, "Powering the United States Hybrid Vehicle Industry," to understand consumer sentiment regarding hybrid vehicles and to gain insight into the challenges and opportunities for broad market acceptance in the United States.

The survey finds that more than four in five U.S. adults believe the United States must become a leader in hybrid vehicles (88%), and that the government should support the advancement of battery technology in this country (84%). Why do they think this way? The biggest reasons are to reduce the nation's reliance on foreign oil (81%), create jobs (67%), and reduce the U.S. impact on the environment (64%).

In fact, 90 percent of U.S. adults are open to choosing a hybrid if they were in the market for a new vehicle. However, they also perceive major obstacles to such a purchase today, most notably cost concerns: Four in five adults (80%) think financial barriers such as purchase price and/or insufficient cost savings prevent people from buying a hybrid car. At the same time, most see incentives and tax credits as an effective way to encourage consumers to purchase hybrid cars (84%).

The survey also suggests a need for consumer education, because most people admit they don't really grasp how hybrids work or understand the differences between the types of hybrid applications that are available.

It's important for the U.S. to become a leader in the research, development and manufacture of hybrid cars in order to:

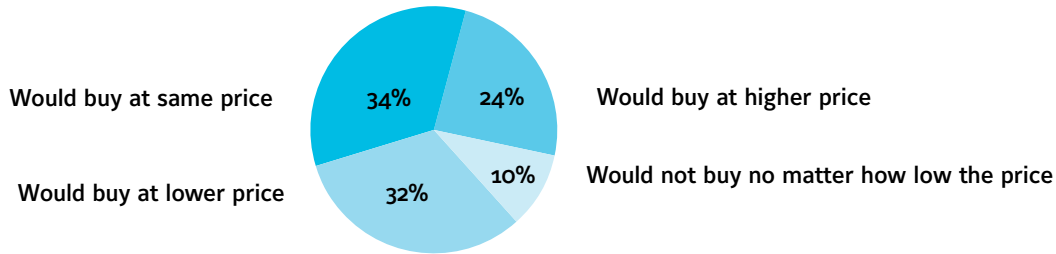


Just 6% did not think it important for the U.S. to become a leader in hybrid cars.

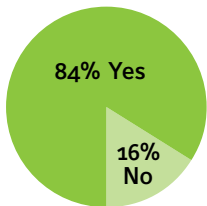
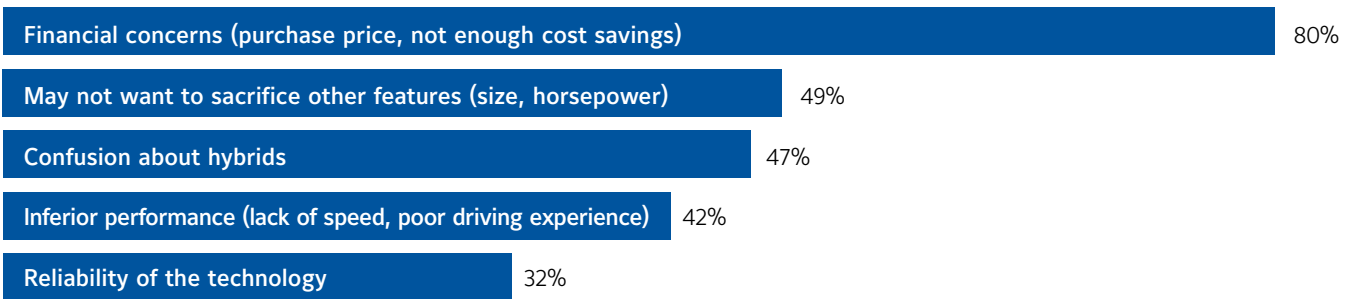
METHODOLOGY

The Johnson Controls survey, "Powering the U.S. Hybrid Vehicle Industry," was conducted online within the United States by Harris Interactive® between March 9 and 11, 2009 among 2,309 adults ages 18 and older, of whom 35 (2%) already own a hybrid car. Results were weighted as needed to reflect the composition of the U.S. population of adults ages 18+ using targets for region, age within gender, education, household income, race/ethnicity and propensity to be online. For further details, please contact Rebecca.K.Fitzgerald@jci.com.

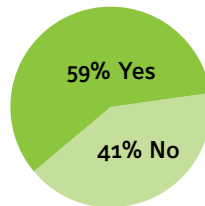
Nine of 10 U.S adults open to the idea of buying a hybrid car



Barriers to buying a hybrid car:

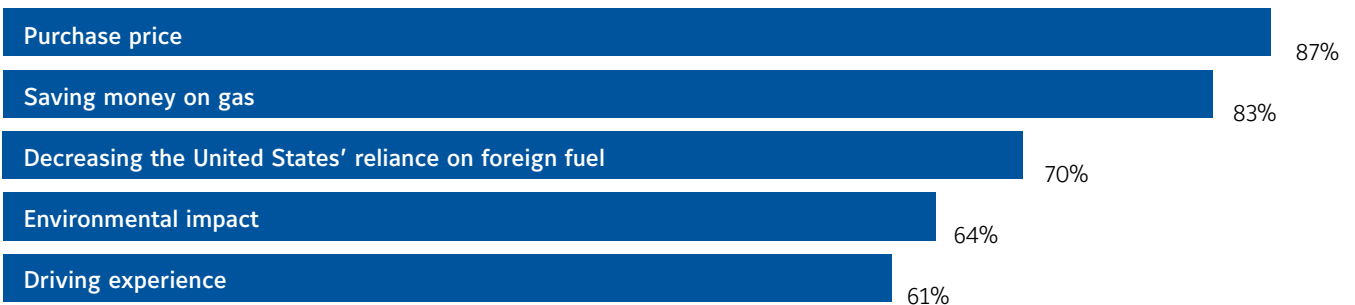


"Incentives and tax credits are an effective way to encourage consumers to purchase hybrid cars."



"I have no idea what the differences are between various types of hybrid cars (e.g., micro hybrid start/stop, full hybrid, plug-in hybrid)."

Most important factors in buying a hybrid car*



*Among those responding "extremely" or "very important."

About Johnson Controls

Johnson Controls (NYSE: JCI) is the global leader that brings ingenuity to the places where people live, work and travel. By integrating technologies, products and services, we create smart environments that redefine the relationships between people and their surroundings. Our team of 140,000 employees creates a more comfortable, safe and sustainable world through our products and services for more than 200 million vehicles, 12 million homes and one million commercial buildings. Our commitment to sustainability drives our environmental stewardship, good corporate citizenship in our workplaces and communities, and the products and services we provide to customers. For additional information, please visit www.johnsoncontrols.com

About Johnson Controls Power Solutions

Johnson Controls is the leading supplier of lead acid batteries for virtually every type of passenger car, light truck or utility vehicle. Our commitment to world-class technology and manufacturing excellence is reflected in our global brands, including Optima, Varta, LTH and Heliar, as well as through the private labels we supply. Through our joint venture Johnson Controls-Saft, we are the leading independent provider of hybrid battery systems that make vehicles more energy efficient. At our Battery Technology Center in Milwaukee and other dedicated research and development centers worldwide, our employees continue to break new ground in the development of advanced battery systems. We are driving environmental excellence through global lead recycling efforts, as well as energy efficiency improvements in manufacturing worldwide.

