



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

how to
maintain
vehicle at
cost?

how to
increase the
performance
of vehicle

What do they HEAR?

what friends say
what boss say
what influencers say

you vehicle
gives
mileage?

how much
you spend
for fuel of
cost?

It is yours

how you
maintain
like this

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

spending
more cost
to buy

high cost of
maintanance

GAIN

"wants" / needs
measures of success
obstacles

gives high
mileage

driver can
get comfort