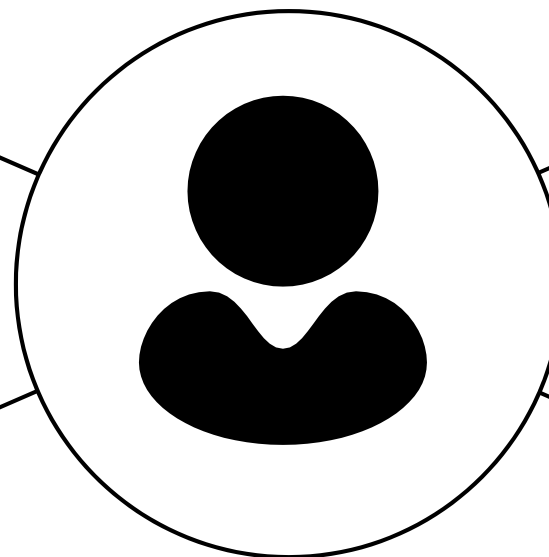


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they SEE?

environment
friends
what the market offers

What do they HEAR?

what friends say
what boss say
what influencers say

Is the
vehicle
certified?

The car
should be
in a good
condition.

How long
the car
was in
use?

Why the car
owner
wants to
sell the car?

What features
don't work the
way they're
supposed to?

Can I take
the car to a
mechanic for
an
inspection?

Can I purchase the
car in accordance
with my present
insurance plan?

What are the
financing
options to buy
the car?

Is there an
accident
history?

What
should be
the color of
the car?

How
many
previous
owners?

How are the
tires, brakes,
oil, fluids
and filters?

PAIN

fears
frustrations
obstacles

Used cars give
bad mileage
and incur
high repair
costs.

Used cars lack
modern
entertainment
and vital safety
features.

Worse Fuel
Efficiency

GAIN

"wants" / needs
measures of success
obstacles

Lower
insurance
and
registration
charges

Lower loan
amount to
be borrowed

Value for
money