

#### User Persona:

- Name: Greg Sinclair
- Location: Toronto, ON
- Age: 28
- Gender: Male
- Bio:

He has always been fascinated by cars and views them as more than just a means of mobility. He's on a mission to find the best bargain on a new car and is using his analytical thinking and research skills to do so. He recently received a promotion at work and is looking to replace his current car with a more luxurious model that is also easy to sell later on. Both in terms of performance and the car-buying procedure, he favours efficiency.

#### Purpose of Visit:

Greg's primary reason for visiting a car-related website is to gather comprehensive information on the best deals for purchasing a new car. He is not just looking for any car; he has specific criteria in mind: spaciousness to accommodate his active lifestyle, a range of optional features to enhance his driving experience, and a car that's known for its fast performance. Moreover, Greg is thinking ahead and wants a car that will hold its value well so that he can easily resell it in the future.

#### Interests:

1. Cars: Greg has a deep interest in automobiles and follows the latest developments in the automotive industry.
2. Space: He values space in a car, as he enjoys outdoor activities and often needs room for equipment and supplies.
3. Optional Features: Greg is tech-savvy and loves cars that come with advanced technology and optional features like advanced infotainment systems, driver assistance, and premium sound systems.
4. Performance: He enjoys driving and prefers cars that are not just practical but also fun to drive, with a focus on speed and acceleration.
5. Efficiency: Greg values his time and wants a car buying process that is straightforward and efficient. He's open to researching online but also expects the website to provide reliable and up-to-date information.

Understanding Greg's persona and interests will help tailor the website's content to meet his specific needs, making his car-buying journey a smoother and more enjoyable experience.