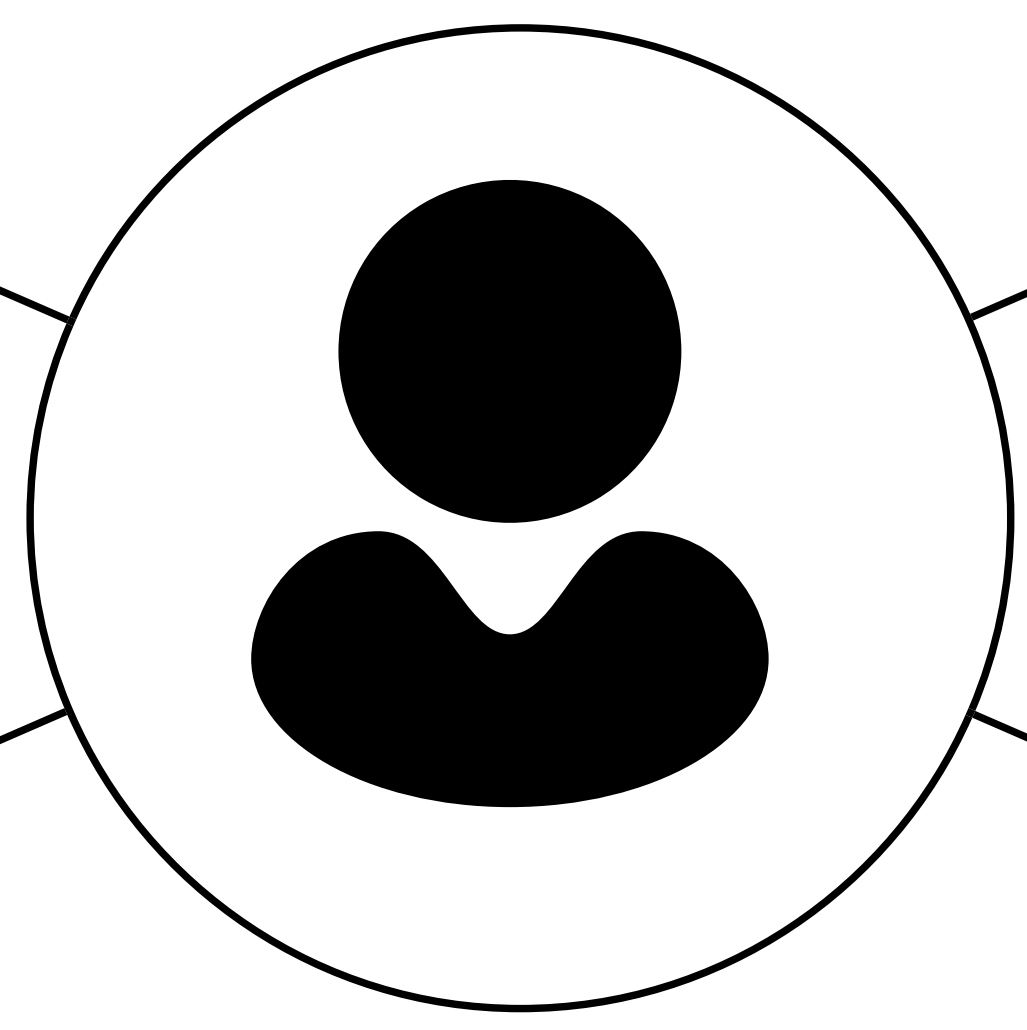


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

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

GAIN

"wants" / needs
measures of success
obstacles

That dealerships are "stealerships"
Want to find a car for a good price
That car shopping takes lot of time

Are they any warranties?
What do you think about car?
ow many miles per gallon can I get with this car?

It vital to promote benefits of driver less cars instead of their drawbacks
While purchasing used car you check is body damage of car
Check the papers of the well as insurance

To check the today worth of the car price
Searches the best deal
Contacts experts that they know

used cars often don't look nice
Higher maintenance costs for used car
used car may makes stranger sounds

Second hand car has lower price
Low depreciation rates
Low insurances rates, warranty, sales tax

warranties?

you think
about car?

gallon can I
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car?

or their
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damage of car

insurance

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What if

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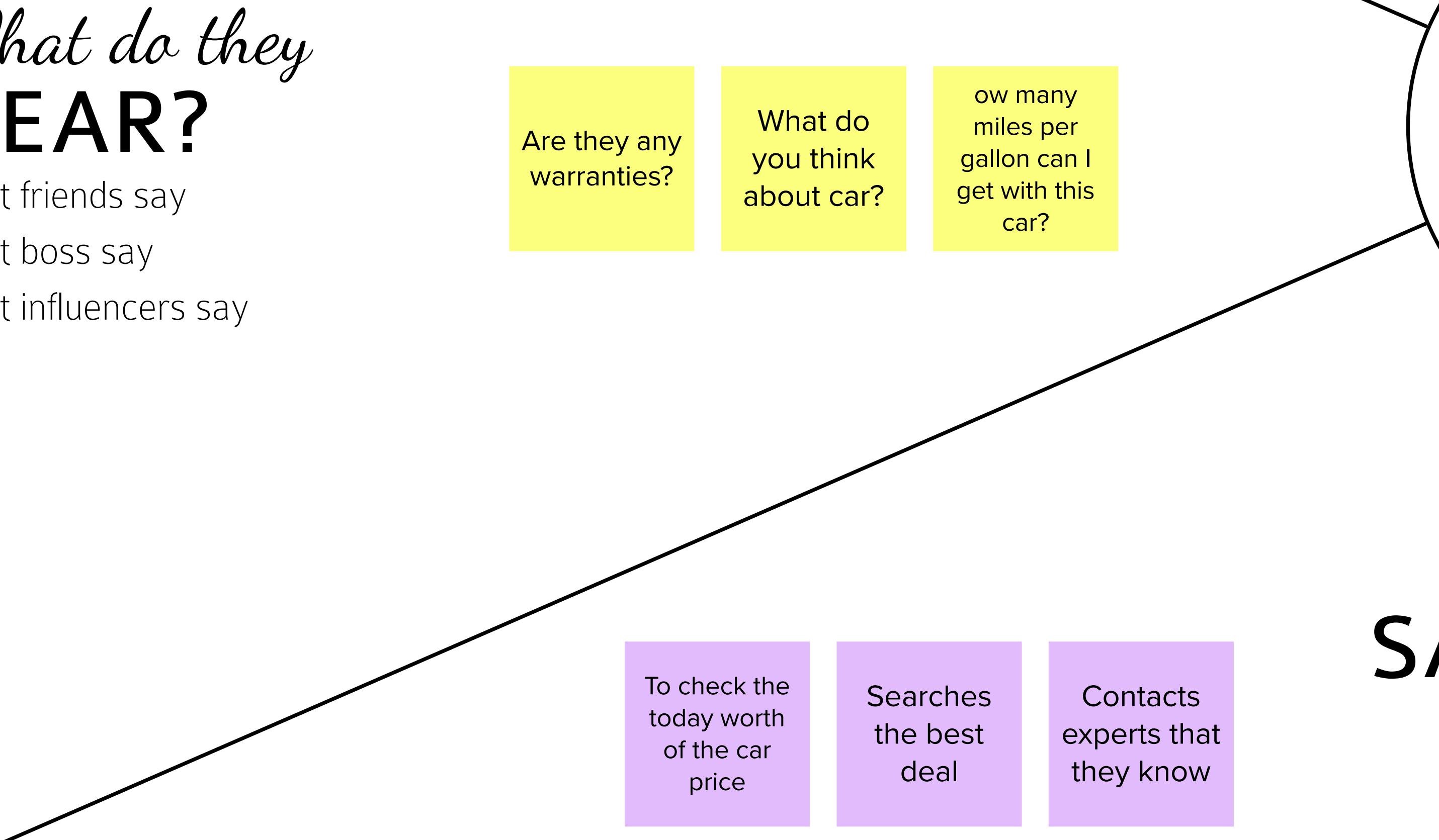
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