

## Meeting Transcript - Project Raptor

Meeting Subject: Product Branding & ESG Positioning

Date: 2025-05-22

Department: Marketing

Meeting Host: Natalie Chen

Attendees: Sofia Mendes, Caleb Jones, Jordan McLeod

Platform: Zoom

Time: 2:00 PM - 3:00 PM

### Transcript

Natalie Chen: Welcome. Let's start with trim levels. Feedback on 'Summit' for mid-tier?

Sofia Mendes: Feels too high-end. Maybe something more grounded-'Traverse'?

Caleb Jones: I like that. Matches the tone of 'Momentum' while sounding capable.

Jordan McLeod: Legal says 'Summit' might overlap with GM IP anyway.

Natalie Chen: Good. Let's get final approvals by next week. Caleb, what's the status on the competitor grid?

Caleb Jones: We lead on cargo space and rear legroom-37 inches. We're also ahead in ESG metrics assuming VerdaMold gets confirmed.

Sofia Mendes: That reminds me, did we settle on VerdaMold over NorthFab?

Natalie Chen: Yes. Alicia updated that last week. I believe she followed up via email after the May 19 directive from Priya.

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Jordan McLeod: Perfect. That change needs to reflect across PR, ads, and the website landing.

Caleb Jones: I'll forward the product spec brief to external agencies today.

Natalie Chen: ESG is a focal point. Our messaging must emphasize the 30% recycled content mandate and low-VOC adhesives.

Sofia Mendes: Also, let's highlight the rear legroom again. In all mockups, we need to show a real-world use case-e.g., rear-facing child seat.

Jordan McLeod: I'll coordinate with graphics to get new renders done by early next week.