

Side-By-Side Compare

Prepared by Huge for TMS/USA; Release 1 Creative: SOW #3

LEXUS

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES || Shopping Tools Build Your Lexus Find a Dealer

JUMP TO: **QUICK FACTS** PERFORMANCE LUXURY & CONVENIENCE SAFETY & SECURITY ADD VEHICLE

2014 LEXUS IS 350 RWD F SPORT

BUILD YOUR IS

2014 BMW 335i RWD SEDAN

CHANGE

Powered by Chrome Data

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 225i

Comparably equipped price on IS350 is \$2,430 less than 335i
Horsepower on is350 is 306@6400 while 300@5800 on 335i

PRICE (FROM)	
\$43,670	\$44,075

ENGINE TYPE	
3.5L V6	3.0L V6

HORSEPOWER	
306	300

TORQUE @ RPM	
227 @ 4800	300 @ 1200

TRANSMISSION SPEEDS	
6	8

FUEL ECONOMY (CITY/HWY)	
22	26

PERFORMANCE

ENGINE	
3.5L V6	3.0L V6

HORSEPOWER (HP)	
306	300

Side By Side Comparison

The Side-By-Side Comparison page displays both of the selected vehicles in a head to head fashion. The left column contains all of the Lexus data and the right column contains the opposition data. The rationale behind a side-by-side comparison, rather than comparing the Lexus to three competitive models is to always focus attention on the Lexus and not providing the ability to easily compare the competition to each other.

Under the name of each vehicle, the user has the option to "Build" their selected Lexus or change the opposition vehicle.

"Quick Facts" is a curated list of key features and specifications based on a classification given to each Lexus model. For example, the Lexus IS 350 F Sport would fall into the performance class and the quick facts would focus on statistics that are important to a performance vehicle enthusiast. Other classifications may include; safety and hybrid.

The Lexus Advantage is a section to quickly illustrate the advantages over the opposition. If the user selects an opposing vehicle that is not competitive to the Lexus, the advantages will display the difference in cost or fuel economy.

500 ✓

JUU

TORQUE (LB-FT)

227

300

TRANSMISSION

8

SPEED AUTOMATIC

8

SPEED AUTOMATIC

SHOW MORE

LUXURY & CONVENIENCE

HEATED FRONT SEATS

STANDARD ✓

OPTIONAL

SATELLITE RADIO

STANDARD ✓

OPTIONAL

NAVIGATION SYSTEM

OPTIONAL

OPTIONAL

SHOW MORE

SAFETY & SECURITY

HEATED FRONT SEATS

4*

4*

SATELLITE RADIO

4*

5*

SHOW MORE

WITH EVERY LEXUS

OWNER BENEFITS

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Donec hendrerit.

[LEARN MORE ▶](#)

WARRANTY

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Donec hendrerit.

[LEARN MORE ▶](#)

SERVICE

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Donec hendrerit.

[LEARN MORE ▶](#)

2014 LEXUS
IS 350 RWD F SPORT

Side-by-Side Compare
(cont.)

The side by side comparison data is broken down into 7 categories; Performance, Luxury & Convenience, Safety & Security, Pricing, Fuel Economy, Warranty, and Measurements. As the user scrolls down the page, the title of the categories will lock to the top of the page, until the user scrolls to the next category.

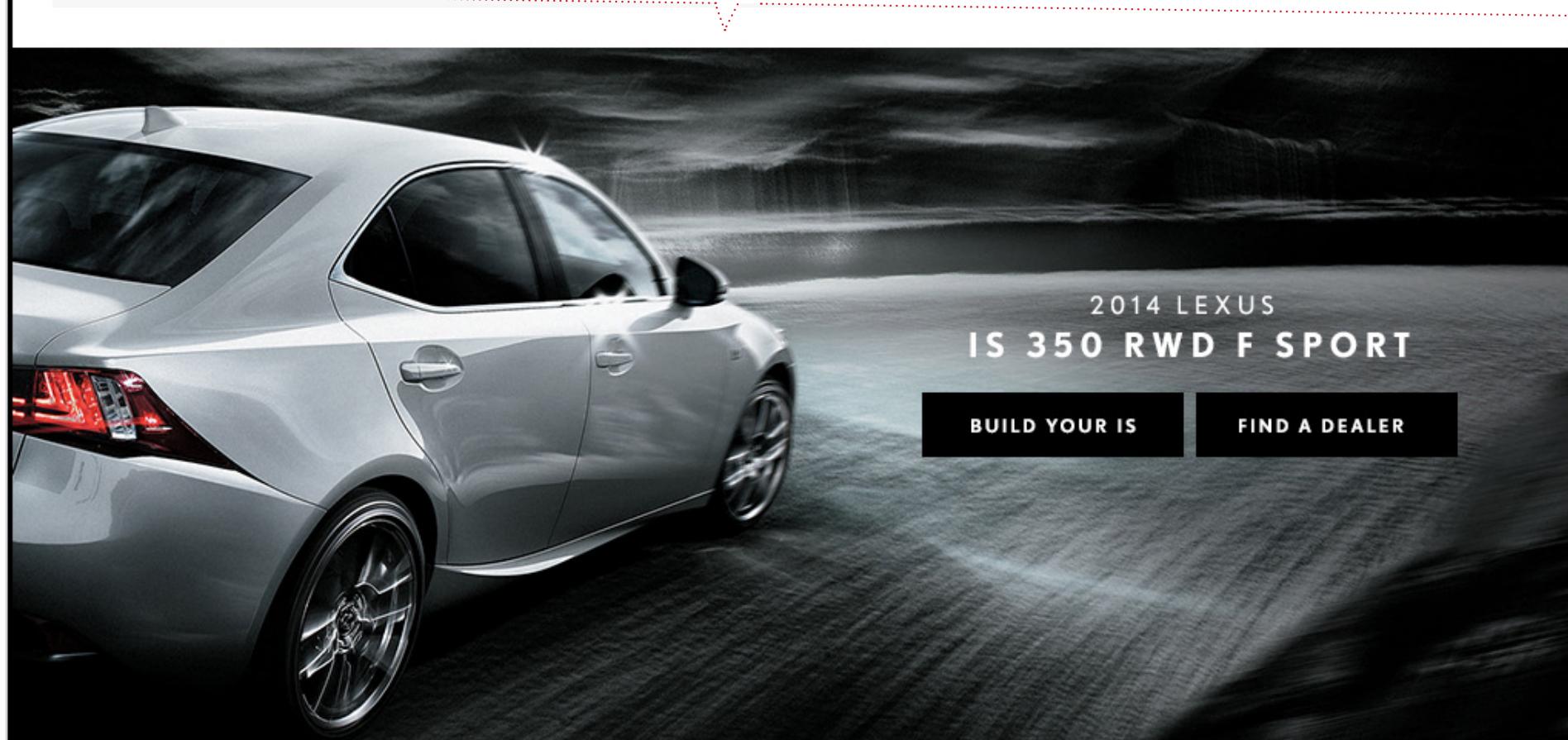
Each category title acts as a drop down menu and allows the user to click on the title to see the full list of categories and select one to jump to that specific section of the page.

To reduce the page length and display the most compelling data, several categories are truncated, only displaying key features or specifications. These truncated categories have a "Show More" button that allows the user to see all fields within the category. The expanded state of each category dramatically increases the page length and the "Show More" button will transition into a "Show Less" button that locks to the bottom of the user's screen until they have scrolled past the expanded category.

To cap the end of the comparison data, a section of content will display details that come with every Lexus purchase; Owner Benefits, Warranty, and Service.



Side-by-side Comparison



2014 LEXUS
IS 350 RWD F SPORT

BUILD YOUR IS

FIND A DEALER

INFORMATION

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WARRANTY & PROTECTION
SERVICE & MAINTENANCE
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ADDITIONAL SITES

CERTIFIED PRE-OWNED
ENGINEERING AMAZING
LUXURY AWAITS
VIDA LEXUS
L STUDIO
LEXUS COLLECTIONS

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AD CHOICES

Vehicle(s) shown may feature optional equipment.

MSRP does not include delivery, processing and handling fee of \$910. Excludes taxes, title, license and optional equipment. Dealer price may vary.

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*Ratings achieved using the required premium unleaded gasoline with an octane rating of 91 or higher. If premium fuel is not used, performance will decrease.

The screenshot shows the Lexus website's vehicle comparison feature. At the top, there are navigation links for SEDANS, SUVS, CONVERTIBLES, HYBRIDS, F/F SPORT, FUTURE, ALL VEHICLES, Shopping Tools, Build Your Lexus, and Find a Dealer. Below this, a search bar and a 'JUMP TO:' dropdown menu are visible.

The main content area displays two cars side-by-side: a silver Lexus IS 350 RWD F SPORT on the left and a white BMW 335i RWD SEDAN on the right. Each car has its model name and year below it. Below each car is a 'BUILD YOUR IS' button and a 'CHANGE' button.

A 'QUICK FACTS' section follows, featuring a large orange checkmark icon. It lists the '2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 225i'. Below this, detailed comparisons are provided for Price (From), Engine Type, Horsepower, and Torque @ RPM.

Category	Lexus IS 350 RWD F SPORT	BMW 335i RWD SEDAN
PRICE (FROM)	\$43,670	\$44,075
ENGINE TYPE	3.5L V6	3.0L V6
HORSEPOWER	306	300
TORQUE @ RPM	297 @ 1000	700 @ 1200

This screenshot shows the 'QUICK FACTS' page from the Lexus website. At the top, there are tabs for QUICK FACTS, PERFORMANCE, LUXURY & CONVENIENCE, SAFETY & SECURITY, and an 'ADD VEHICLE' button. Below this, the two cars are shown again: a silver Lexus IS 350 RWD F SPORT and a white BMW 335i RWD SEDAN.

Below the cars, their model names and years are displayed: '2014 LEXUS IS 350 RWD F SPORT' and '2014 BMW 335i RWD SEDAN'. There are 'BUILD YOUR IS' and 'CHANGE' buttons.

A 'QUICK FACTS' section follows, featuring an orange checkmark icon. It lists the '2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 225i'. Below this, detailed comparisons are provided for Price (From), Engine Type, Horsepower, and Torque @ RPM.

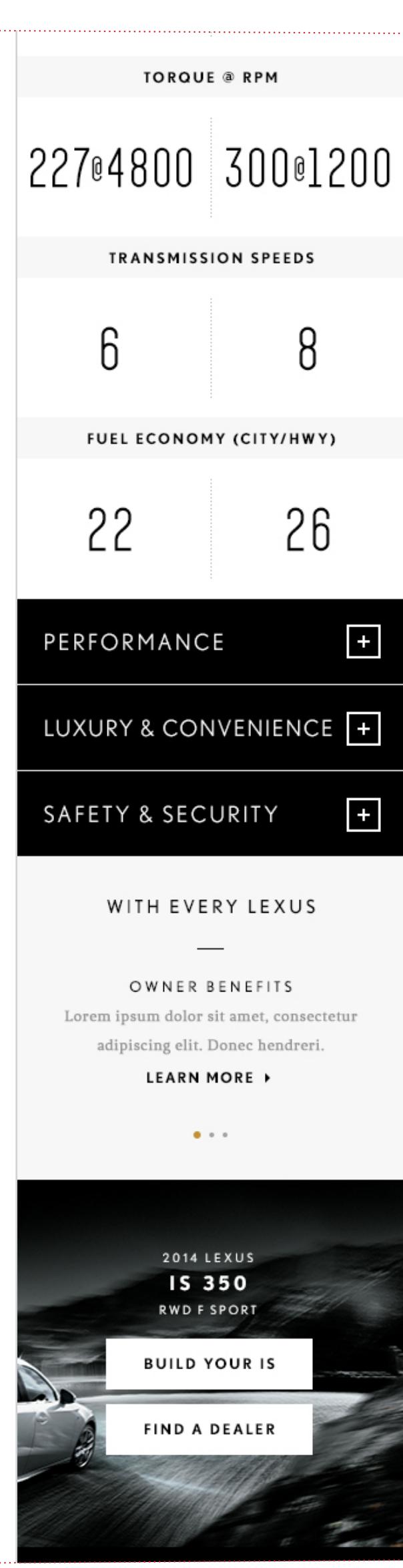
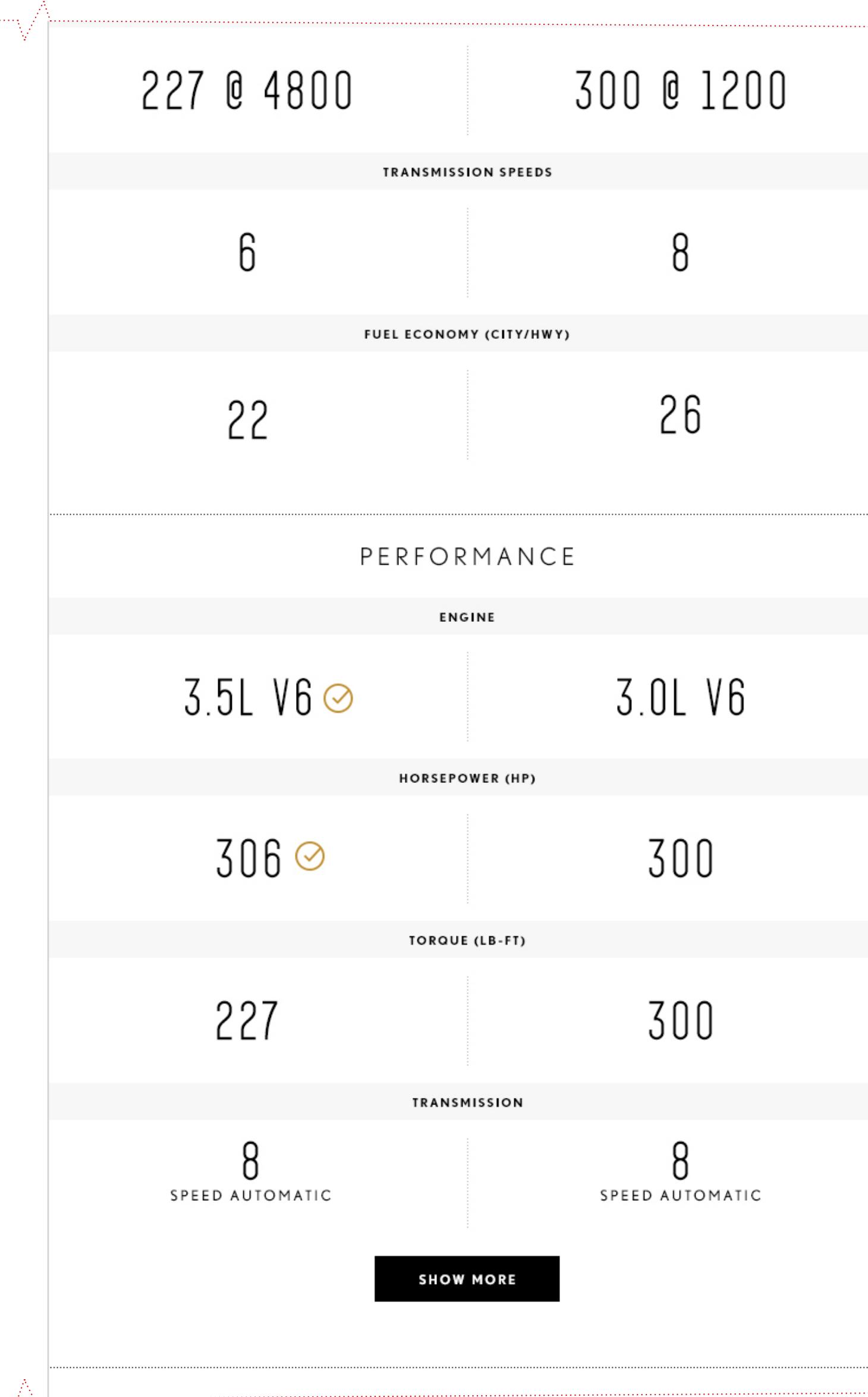
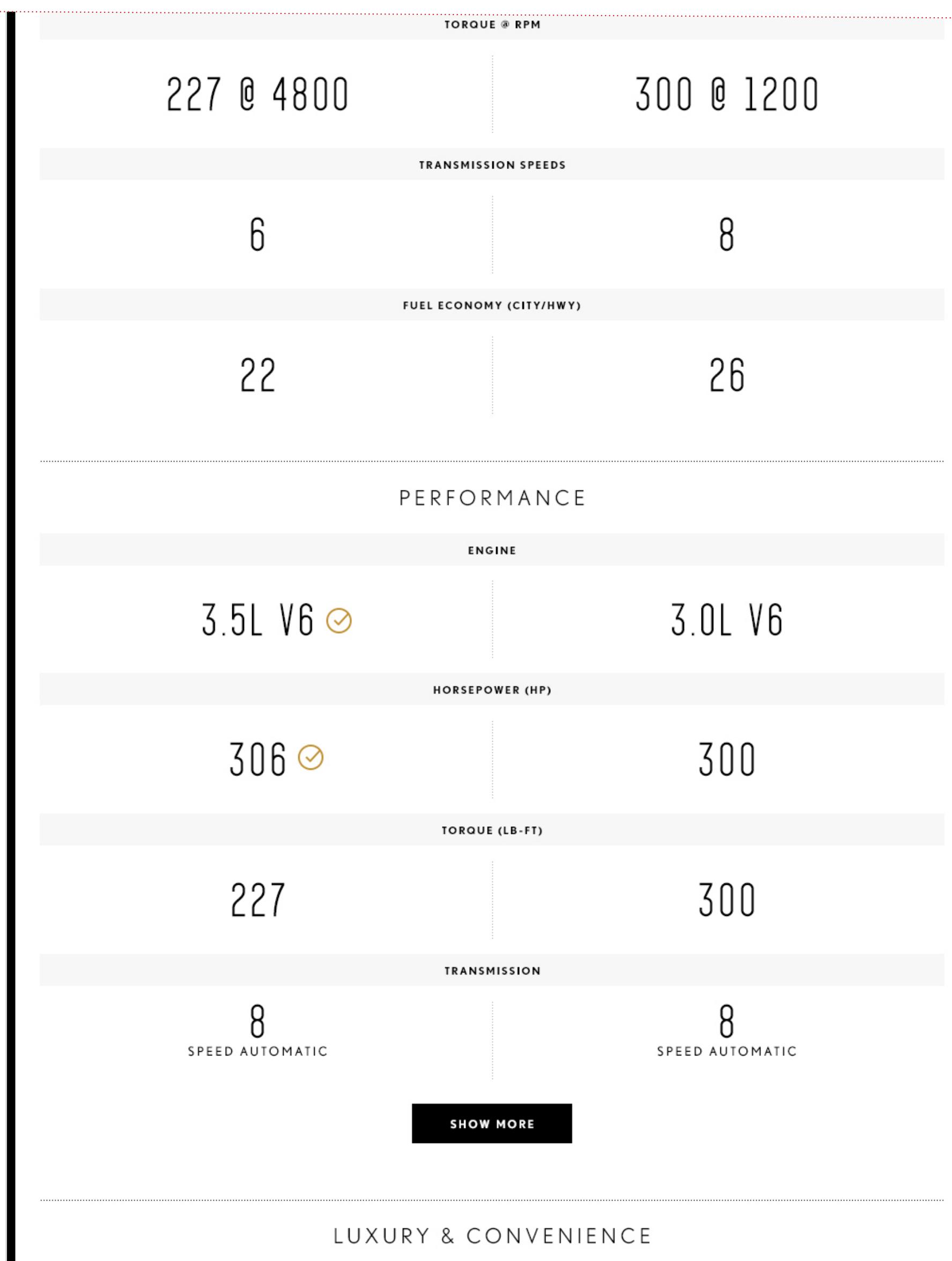
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PRICE (FROM)	\$43,670	\$44,075
ENGINE TYPE	3.5L V6	3.0L V6
HORSEPOWER	306	300
TORQUE @ RPM	297 @ 1000	700 @ 1200

This screenshot shows the 'COMPARE MODEL' page from the Lexus website. At the top, there are navigation links for Owner's Resources, Certified Pre-Owned, and a search bar. Below this, a 'COMPUTE MODEL' section shows two cars: a silver Lexus IS 350 RWD F SPORT and a white BMW 335i RWD SEDAN.

Below the cars, their model names and years are displayed: '2014 LEXUS IS 350 RWD F SPORT' and '2014 BMW 335i RWD SEDAN'. There are 'BUILD IS' and 'CHANGE' buttons.

A 'QUICK FACTS' section follows, featuring an orange checkmark icon. It lists the '2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 225i'. Below this, detailed comparisons are provided for Price (From), Engine Type, Horsepower, and Torque @ RPM.

Category	Lexus IS 350 RWD F SPORT	BMW 335i RWD SEDAN
PRICE (FROM)	\$43,670	\$44,075
ENGINE TYPE	3.5L V6	3.0L V6
HORSEPOWER	306	300
TORQUE @ RPM	297 @ 1000	700 @ 1200



LUXURY & CONVENIENCE

HEATED FRONT SEATS	STANDARD ✓	OPTIONAL
SATELLITE RADIO	OPTIONAL	OPTIONAL
NAVIGATION SYSTEM	STANDARD ✓	OPTIONAL
OPTIONAL	OPTIONAL	SHOW MORE

SAFETY & SECURITY

HEATED FRONT SEATS	4*	4*
SATELLITE RADIO	4*	5*
OPTIONAL	OPTIONAL	SHOW MORE

WITH EVERY LEXUS

OWNER BENEFITS	WARRANTY	SERVICE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec hendrerit.		
LEARN MORE ▶	LEARN MORE ▶	LEARN MORE ▶

LUXURY & CONVENIENCE

HEATED FRONT SEATS	STANDARD ✓	OPTIONAL
SATELLITE RADIO	STANDARD ✓	OPTIONAL
NAVIGATION SYSTEM	OPTIONAL	OPTIONAL
OPTIONAL	OPTIONAL	SHOW MORE

SAFETY & SECURITY

HEATED FRONT SEATS	4*	4*
SATELLITE RADIO	4*	5*
OPTIONAL	OPTIONAL	SHOW MORE

WITH EVERY LEXUS

OWNER BENEFITS	WARRANTY	SERVICE
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LEARN MORE ▶	LEARN MORE ▶	LEARN MORE ▶

WITH EVERY LEXUS

OWNER BENEFITS
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WARRANTY
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SERVICE
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2014 LEXUS
IS 350 RWD F SPORT

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- SERVICE & MAINTENANCE
- OWNER'S RESOURCES

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2014 LEXUS
IS 350 RWD F SPORT

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SERVICES

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- SERVICE & MAINTENANCE
- OWNER'S RESOURCES

ADDITIONAL SITES

- CERTIFIED PRE-OWNED
- ENGINEERING AMAZING
- LUXURY AWAIT
- VIDA LEXUS
- L STUDIO
- LEXUS COLLECTIONS

ADDITIONAL SITES

- CERTIFIED PRE-OWNED
- ENGINEERING AMAZING
- LUXURY AWAIT
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QUICK FACTS

2014 LEXUS IS 350 RWD F SPORT

BUILD YOUR IS

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QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670

ENGINE TYPE

3.5L V6

HORSEPOWER

306

ADD COMPETITORS

TOP COMPETITORS | **LEXUS MODELS**

BMW 3 SERIES SEDANS

AUDI 2014 A4

MERCEDES C-CLASS

OR FIND A VEHICLE

SELECT YEAR

SELECT MAKE

SELECT MODEL

SELECT TRIM

Add a Competitor

The user can add a competitor to the comparison matrix by selecting the "ADD" button that is pinned to the right side of the page.

The button displays a panel that pushes the content to the left with option of selecting Top Competitors or adding any 2013/2014 model, from any manufacturer.

Lexus

Owner's Resources Certified Pre-Owned

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES Shopping Tools ▾ Build Your Lexus Find a Dealer

JUMP TO: QUICK FACTS PERFORMANCE LUXURY & CONVENIENCE SAFETY & SECURITY

ADD COMPETITORS

TOP COMPETITORS LEXUS MODELS


2014 LEXUS IS 350 RWD F SPORT


BMW 3 SERIES SEDANS


AUDI 2014 A4


MERCEDES C-CLASS

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670

ENGINE TYPE

3.5L V6

HORSEPOWER

306

TORQUE @ RPM

297 @ 4000

Powered by Chrome Data®

OR FIND A VEHICLE

SELECT YEAR

SELECT MAKE

SELECT MODEL

SELECT TRIM

Lexus

QUICK FACTS PERFORMANCE LUXURY & CONVENIENCE

ADD COMPETITORS

TOP COMPETITORS LEXUS MODELS


2014 LEXUS IS 350 RWD F SPORT


BMW 3 SERIES SEDANS


AUDI 2014 A4


MERCEDES C-CLASS

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670

ENGINE TYPE

3.5L V6

HORSEPOWER

306

TORQUE @ RPM

297 @ 4000

Powered by Chrome Data®

OR FIND A VEHICLE

SELECT YEAR

SELECT MAKE

SELECT MODEL

SELECT TRIM

LEXUS

Owner's Resources Certified Pre-Owned

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES Shopping Tools ▾ Build Your Lexus Find a Dealer

JUMP TO: **QUICK FACTS** PERFORMANCE LUXURY & CONVENIENCE SAFETY & SECURITY

ADD COMPETITORS

TOP COMPETITORS LEXUS MODELS


2014 LEXUS IS 350 RWD F SPORT

BUILD YOUR IS

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QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670

ENGINE TYPE

AUDI 2014 A4

HORSEPOWER

3.5L V6

TORQUE @ RPM

306

OR FIND A VEHICLE

SEARCH YEAR

LEXUS

QUICK FACTS PERFORMANCE LUXURY & CONVENIENCE

ADD COMPETITORS

TOP COMPETITORS LEXUS MODELS


2014 LEXUS IS 350 RWD F SPORT

BUILD YOUR IS

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QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670

ENGINE TYPE

AUDI 2014 A4

HORSEPOWER

3.5L V6

TORQUE @ RPM

306

OR FIND A VEHICLE

SELECT YEAR

QUICK FACTS

PRICE (FROM)

\$43,670	\$44,075	\$33,395	\$45,995
----------	----------	----------	----------

ENGINE TYPE

3.5L V6	3.0L i6	2.0L i4	3.5L V6
---------	---------	---------	---------

HORSEPOWER

306	300	211	302
-----	-----	-----	-----

TORQUE @ RPM

227 @ 4800	300 @ 1200	258 @ 1500	275 @ 3500
------------	------------	------------	------------

TRANSMISSION SPEEDS

Side By Side Comparison

The user can add up to three models to compare to the selected Lexus model. All Chrome Data content will be displayed in a four column grid.

QUICK FACTS

PRICE (FROM)

\$43,670	\$44,075	\$33,395	\$45,995
----------	----------	----------	----------

ENGINE TYPE

3.5L V6	3.0L i6	2.0L i4	3.5L V6
---------	---------	---------	---------

HORSEPOWER

306	300	211	302
-----	-----	-----	-----

TORQUE @ RPM

227 @ 4800	300 @ 1200	258 @ 1500	275 @ 3500
------------	------------	------------	------------

TRANSMISSION SPEEDS

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LEXUS

Owner's Resources Certified Pre-Owned

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JUMP TO: **QUICK FACTS** PERFORMANCE LUXURY & CONVENIENCE SAFETY & SECURITY ADD VEHICLE

VS

2014 LEXUS IS 350 RWD F SPORT 2014 BMW 335i RWD SEDAN 2014 AUDI A4 RWD SEDAN 2014 MERCEDES C350

BUILD YOUR IS CHANGE CHANGE CHANGE

Powered by Chrome Data

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES

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PRICE (FROM)			
\$43,670	\$44,075	\$33,395	\$45,995

ENGINE TYPE			
3.5L V6	3.0L i6	2.0L i4	3.5L V6

HORSEPOWER			
306	300	211	302

TORQUE @ RPM			
227 @ 4800	300 @ 1200	258 @ 1500	275 @ 3500

TRANSMISSION SPEEDS			
6	8	VARIABLE	7

FUEL ECONOMY (CITY/HWY)			
22	26	26	23

LEXUS

SEDANS SUVS CONVERTIBLES HYBRIDS F/F SPORT FUTURE ALL VEHICLES Shopping Tools ▾ Build Your Lexus Find a Dealer

JUMP TO: QUICK FACTS PERFORMANCE LUXURY & CONVENIENCE SAFETY &

CHANGE COMPETITOR

TOP COMPETITORS LEXUS MODELS

2014 LEXUS IS 350 RWD F SPORT 2014 BMW 335i RWD SEDAN 2014 AUDI A4 RWD SEDAN

BUILD YOUR IS CHANGE CHANGE

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QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Comparably equipped price on IS350 is \$2,430 less than 335i. Horsepower on is350 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670 \$44,075 \$33,395

ENGINE TYPE

3.5L V6 3.0L i6 2.0L i4

HORSEPOWER

306 300 211

TORQUE @ RPM

227 @ 4800 300 @ 1200 258 @ 150

TRANSMISSION SPEEDS

OR FIND A VEHICLE

SELECT YEAR
SELECT MAKE
SELECT MODEL
SELECT TRIM

CHANGE COMPETITOR

BMW 3 SERIES SEDANS

AUDI 2014 A4

MERCEDES C-CLASS

OR FIND A VEHICLE

SELECT YEAR
SELECT MAKE
SELECT MODEL
SELECT TRIM

LEXUS

QUICK FACTS PERFORMANCE LUXURY & CONVENIENCE

CHANGE COMPETITORS

TOP COMPETITORS LEXUS MODELS

2014 LEXUS IS 350 RWD F SPORT 2014 BMW 335i RWD SEDAN

BUILD YOUR IS CHANGE

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QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES OVER 2014 BMW 335i

Compared to 335i, the IS450 is \$3,600 more expensive. Horsepower on IS450 is 306@6400 while 300@5800 on 335i.

PRICE (FROM)

\$43,670 \$44,075 \$33,395

ENGINE TYPE

3.5L V6 3.0L i6 2.0L i4

HORSEPOWER

306 300 211

TORQUE @ RPM

227 @ 4800 300 @ 1200 258 @ 150

TRANSMISSION SPEEDS

OR FIND A VEHICLE

SELECT YEAR
SELECT MAKE
SELECT MODEL
SELECT TRIM

LEXUS

SELECT COMPARISON

TOP COMPETITORS LEXUS MODELS

BMW 3 SERIES SEDANS

AUDI 2014 A4

MERCEDES C-CLASS

OR FIND A VEHICLE

SELECT YEAR
SELECT MAKE
SELECT MODEL
SELECT TRIM

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BUILD YOUR IS	CHANGE
Powered by Chrome Data®	
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22	26
RIDE & HANDLING	

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22	26
RIDE & HANDLING	

2014 LEXUS IS 350 RWD F SPORT BUILD IS	2014 LEXUS 335i RWD F SPORT CHANGE
QUICK FACTS	
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RIDE & HANDLING	

JUMP TO: [QUICK FACTS](#) [PERFORMANCE](#) [LUXURY & CONVENIENCE](#) [SAFETY & SECURITY](#) [ADD VEHICLE](#)

 2014 LEXUS IS 350 RWD F SPORT BUILD YOUR IS	 2014 BMW 335i RWD SEDAN CHANGE	 2014 AUDI A4 RWD SEDAN CHANGE	 2014 AUDI A4 RWD SEDAN CHANGE
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Powered by Chrome Data™

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES

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PRICE (FROM)	\$43,670	\$44,075	\$33,395	\$45,995
ENGINE TYPE	3.5L V6	3.0L i6	2.0L i4	3.5L V6
HORSEPOWER	306	300	211	302
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FUEL ECONOMY (CITY/HWY)	22	26	26	23

JUMP TO: [QUICK FACTS](#) [PERFORMANCE](#) [LUXURY & CONVENIENCE](#) [SAFETY & SECURITY](#) [ADD VEHICLE](#)

 2014 LEXUS IS 350 RWD F SPORT BUILD YOUR IS	 2014 BMW 335i RWD SEDAN CHANGE	 2014 AUDI A4 RWD SEDAN CHANGE	 2014 AUDI A4 RWD SEDAN CHANGE
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Powered by Chrome Data™

QUICK FACTS

2014 LEXUS IS 450 ADVANTAGES

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PRICE (FROM)	\$43,670	\$44,075	\$33,395	\$45,995
ENGINE TYPE	3.5L V6	3.0L i6	2.0L i4	3.5L V6
HORSEPOWER	306	300	211	302
TORQUE @ RPM	227 @ 4800	300 @ 1200	258 @ 1500	275 @ 3500
TRANSMISSION SPEEDS	6	8	VARIABLE	7
FUEL ECONOMY (CITY/HWY)	22	26	26	23