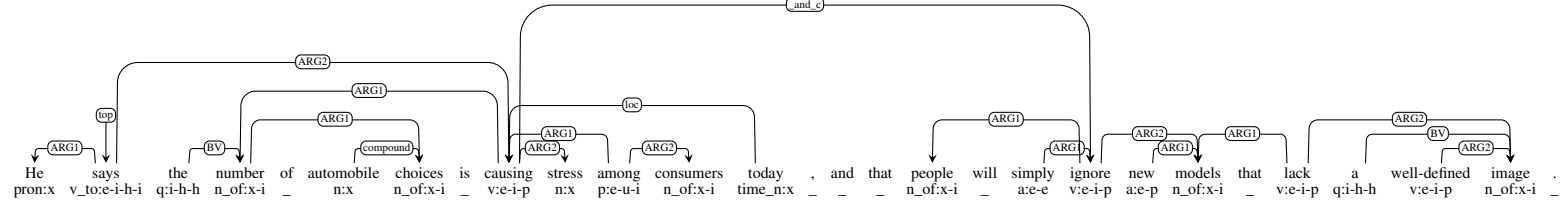


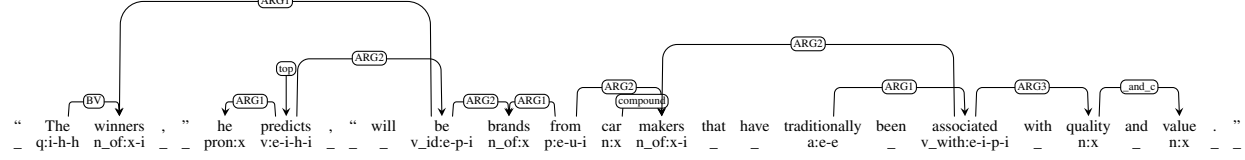
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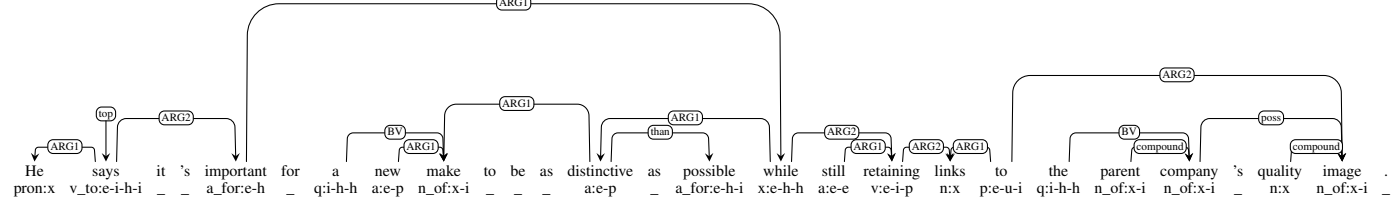
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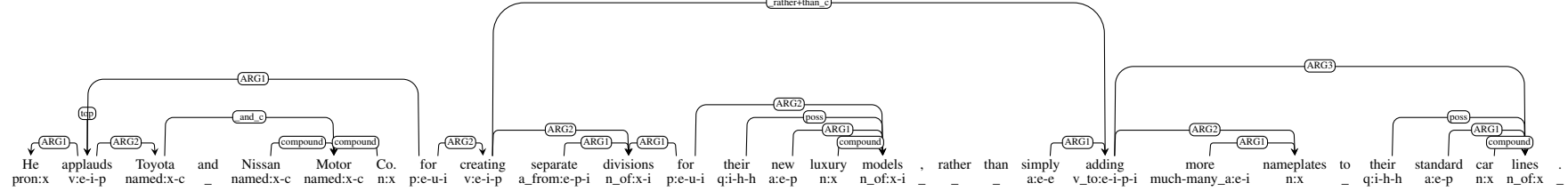
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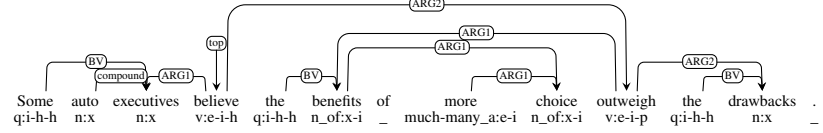
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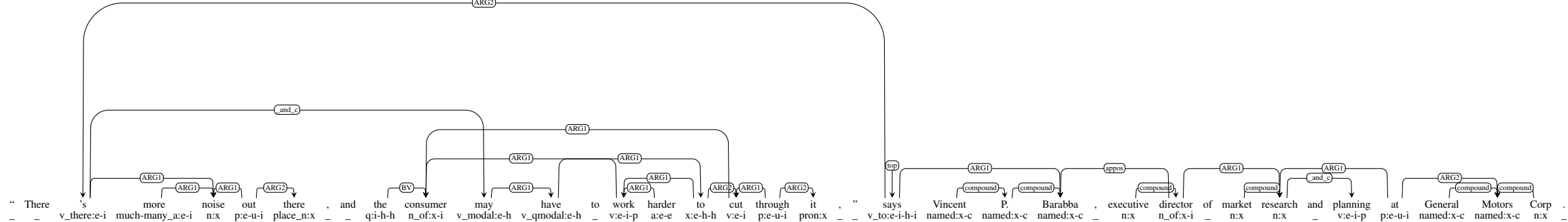
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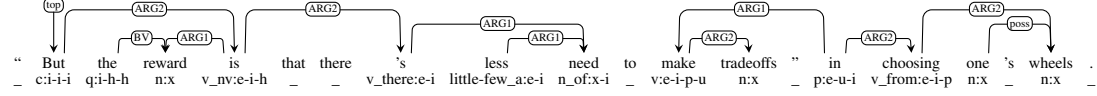
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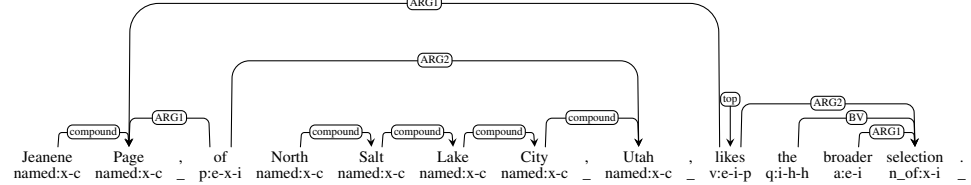
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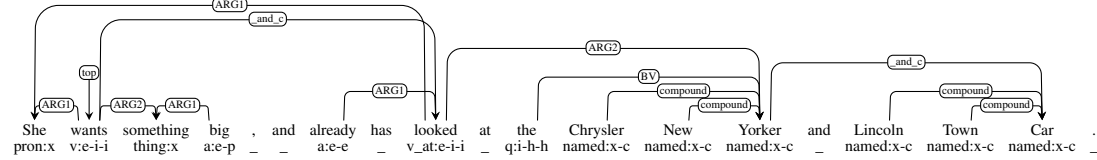
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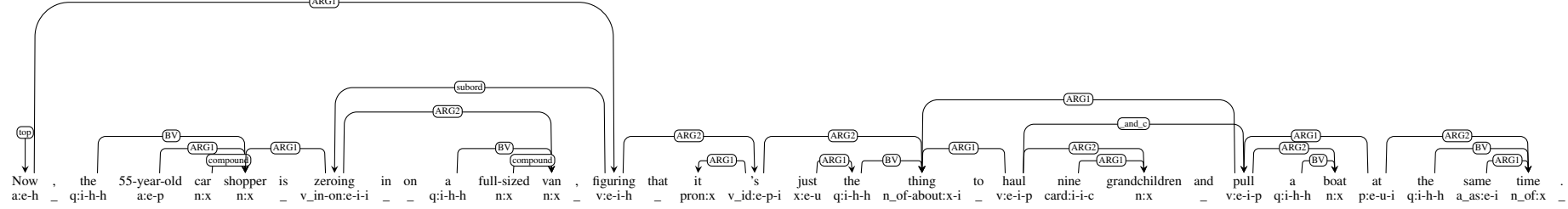
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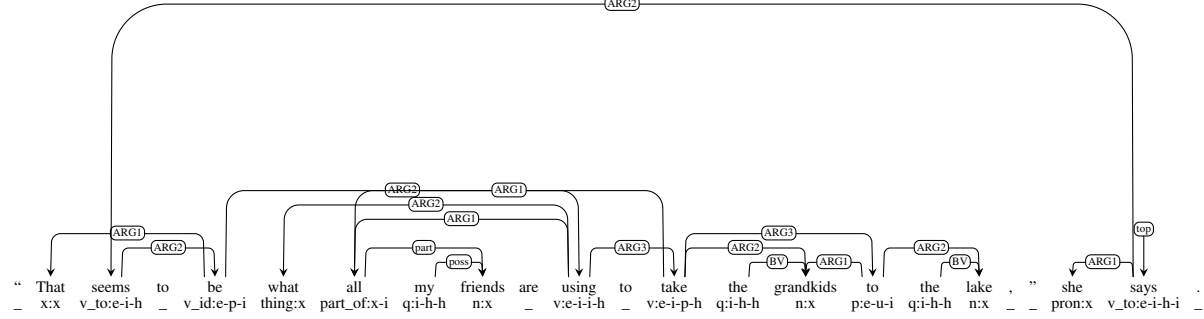
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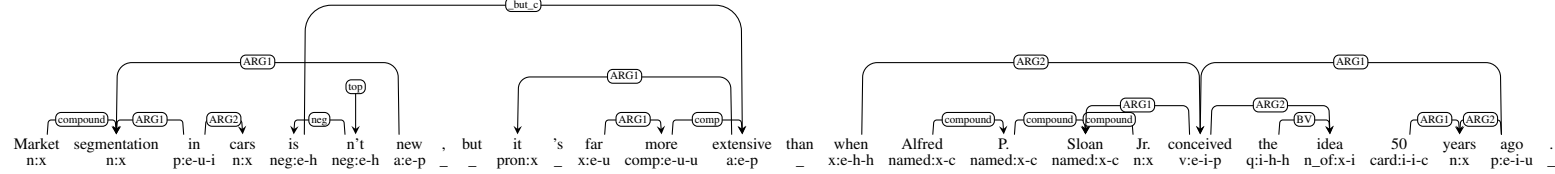
[21377023]



[21377024]



[21377025]



[21377026]

The legendary GM chairman declared that his company would make "a car for every purse and purpose."

[21377027]

Now there are many cars for every purse and purpose.

[21377028]

Just four years ago, GM planners divided the combined car and truck market into seven segments.

[21377029]

Today, they identify 19 distinct segments for cars, and another 11 for trucks and vans.

[21377030]

The number of makes has mushroomed because the U.S. is the world's biggest and richest market for automobiles: virtually every auto maker wants to sell here.

[21377031]

For every brand like Renault or Fiat that has been squeezed out, others such as Isuzu, Daihatsu and Mitsubishi have come in.

[21377032]

Detroit tries to counter the foreign invasion with new brands of its own.

[21377033]

GM launched the Geo marque this year to sell cars made in partnership with foreign auto makers, and next year GM's long-awaited Saturn cars will make their debut.

[21377035]

But slow sales forced Ford to kill the brand just last week.

[21377036]

When consumers have so many choices, brand loyalty is much harder to maintain.

[21377038]

For the survey, Peter D. Hart Research Associates and the Roper Organization each asked about 2,000 U.S. consumers about their buying habits.

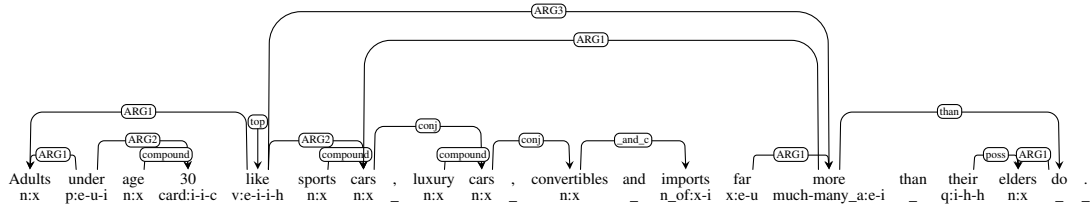
[21377039]

Which cars do Americans favor most these days?

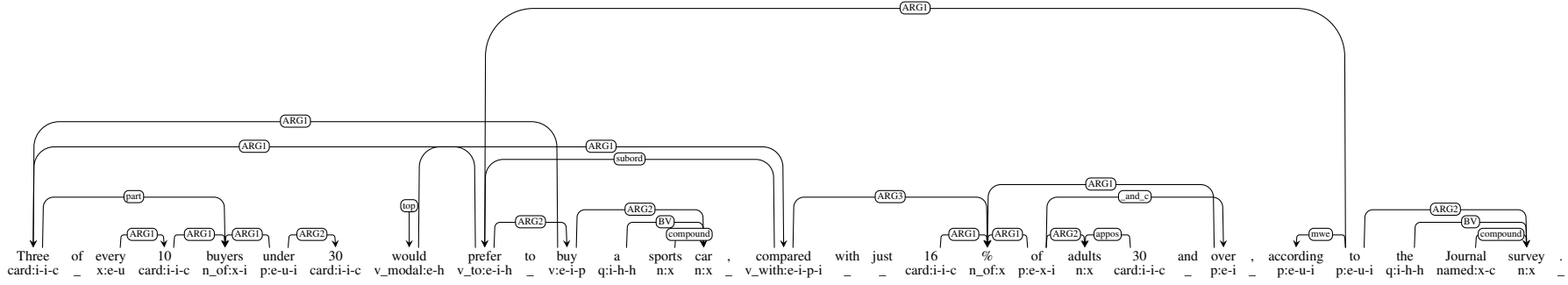
[21377040]

It's hard to generalize, but age seems to be the best predictor.

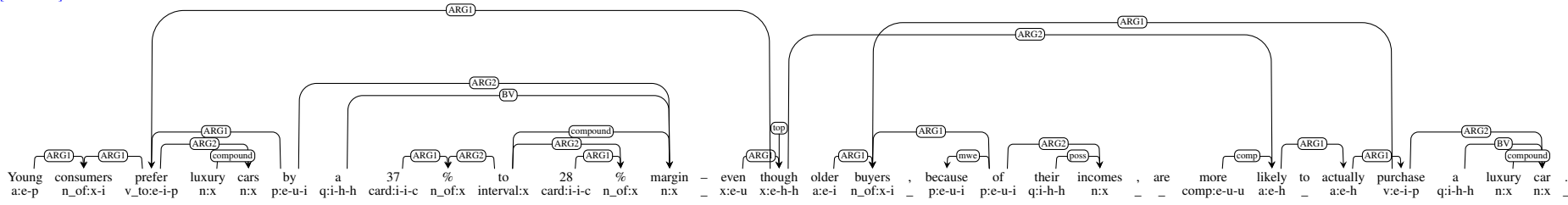
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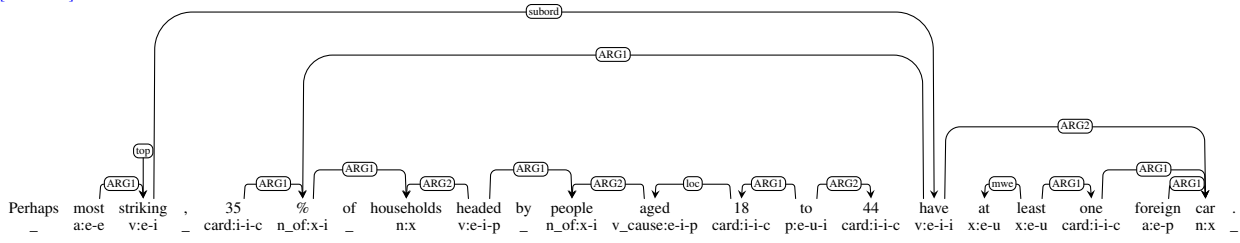
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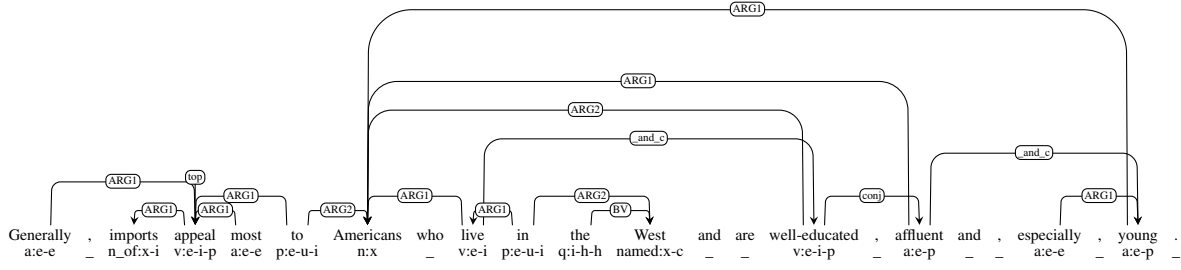
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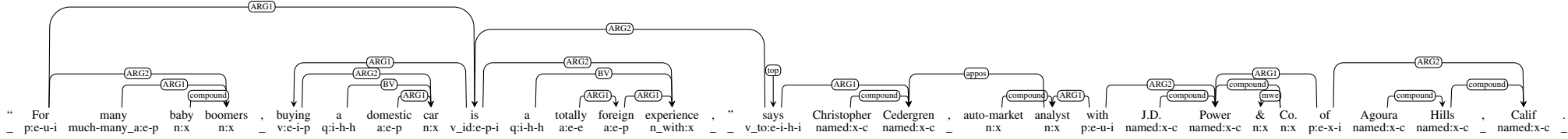
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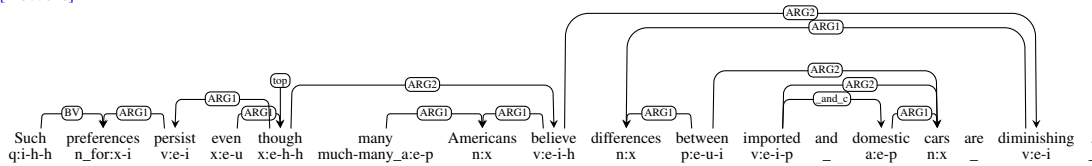
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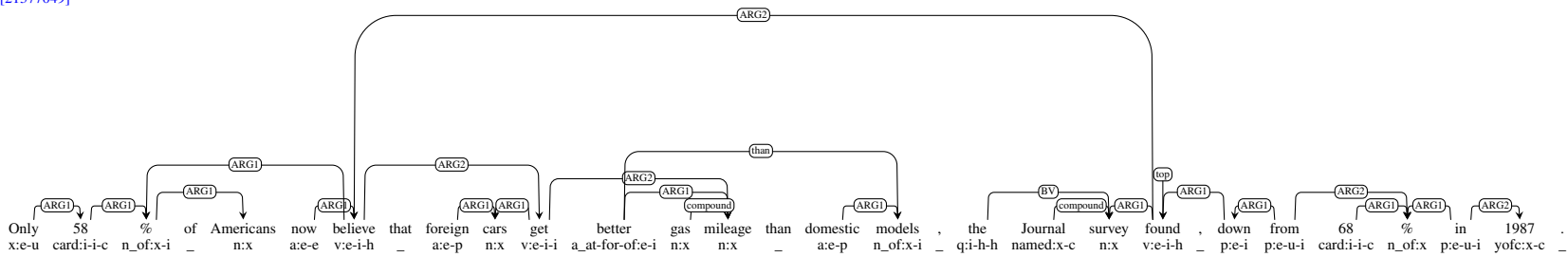
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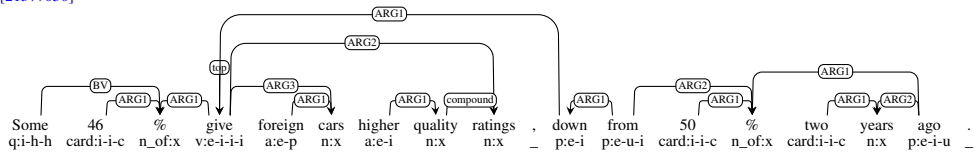
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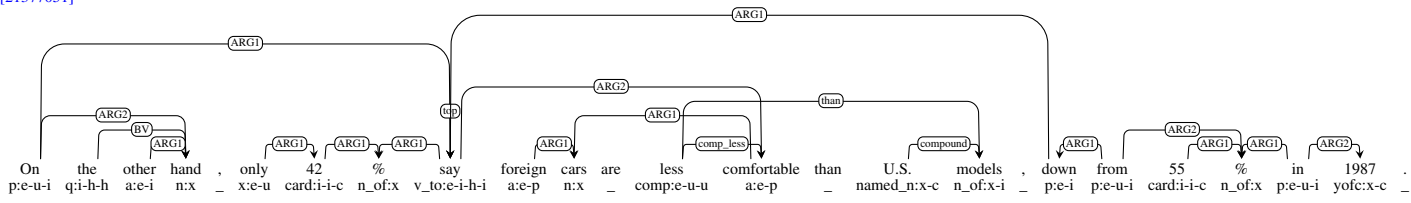
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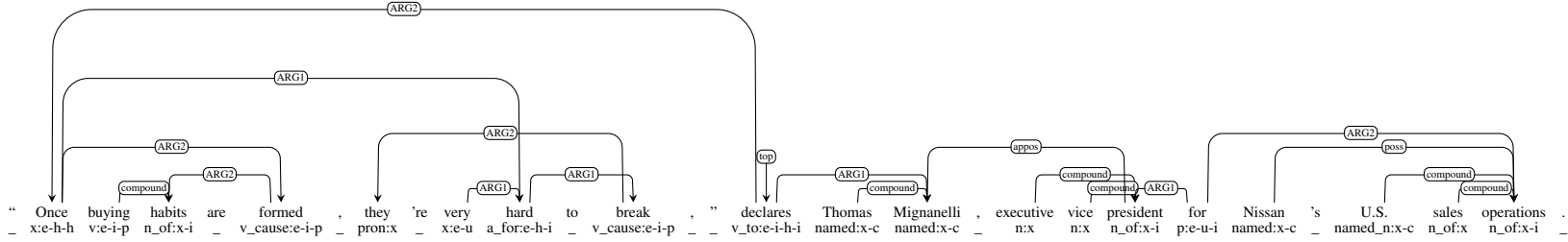
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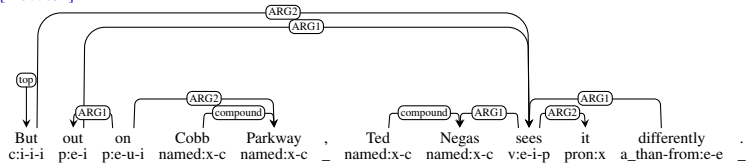
[21377051]



[21377053]



[21377054]



[illegible]

[21377056]

Thus the very fickleness of baby boomers may make it possible to win back just as it was possible to lose them .

a-e-p q-t-h-h a-e-p n:x p-e-x-i n:x n:x v_moda-l-e-h v_cause-e-i-h _ a_force-h-i _ v_back-e-i-i _ them pronx back _ _ x-e-u _ x-e-h _ _ _ a_force-h-i _ v-e-t-p _

ARG1 BEV ARG1 ARG1 ARG2 (compound) ARG1 ARG2 ARG1 ARG2 ARG1 ARG2

[21377057]

The diagram illustrates the hierarchical structure of a sentence. The sentence is "The battle for customer loyalty is evident along the Cobb Parkway strip". The diagram shows the sentence being split into segments: "The", "battle", "for", "customer", "loyalty", "is", "evident", "along", "the", "Cobb", "Parkway", "strip". These segments are then grouped into phrases: "The battle for customer loyalty" (a noun phrase), "is evident along the Cobb Parkway strip" (a verb phrase), and "Cobb Parkway strip" (a noun phrase). The diagram uses arrows to show the flow of information from the sentence to the phrases and then to the segments.

[21377058]

[illegible]

[21377060]

Manufacturers, too, are stretching further to lure buyers.
n_of-x-i _ a_also-e-i _ _ v-e-i-p a-e-e x-e-h-h v-e-i-p n_of-x-i

ARG1 ARG1 ARG1 ARG1 ARG2 ARG2 ARG2 ARG2

[1377061]

The diagram illustrates a semantic network for the sentence: "The GM named x-c Cadillac named x-c division n_of x-i ignoring v-e-i-p Detroit named x-c 's long-held n_x-h maximum n_x-h that n_x safety n_x does n_t sell n_x neg-e-h v-e-i-p is v_cause c-i-p television n_x commercials n_x looting v_to-e-i-p-i its q-i-h cars n_x ' safety n_x features n_x".

The network is organized into several hierarchical levels:

- Top Level:** The entire sentence is represented by a single node labeled **ARG1**.
- Second Level:** The sentence is partitioned into three main components:
 - Left Component:** A **Noun** node, which further branches into **Noun phrase** (containing "GM named x-c", "Cadillac named x-c", "division n_of x-i") and **Verb** (containing "ignoring v-e-i-p").
 - Middle Component:** A **Verb** node, which branches into **Verb phrase** (containing "Detroit named x-c", "'s long-held n_x-h", "maximum n_x-h") and **Prepositional Phrase (PP)** (containing "that n_x", "safety n_x", "does n_t", "sell n_x", "neg-e-h v-e-i-p").
 - Right Component:** A **Prepositional Phrase (PP)** node, which branches into **Verb** (containing "is v_cause c-i-p") and **Noun** (containing "television n_x", "commercials n_x", "looting v_to-e-i-p-i", "its q-i-h", "cars n_x", "' safety n_x", "features n_x").
- Third Level:** Further sub-groupings are shown within the Noun and Verb nodes, such as "Noun phrase" and "Verb phrase", indicating a more detailed semantic structure.

[21377062]

Diagram illustrating the semantic roles (ARG1, ARG2) for the sentence: "Cadillac may be on to something."

The diagram shows the following structure:

- ARG1 (Agent) is associated with "Cadillac" (named:x-c).
- ARG1 (Modality) is associated with "may" (v_modal:e-h).
- ARG1 (Theme) is associated with "be" (_).
- ARG1 (Location) is associated with "on" (p:e-i-u).
- ARG1 (Direction) is associated with "to" (p:e-u-i).
- ARG2 (Goal) is associated with "something" (thing:x).

[21377063]

Some q-i-h-h 60 % of p-x-i-i the q-i-h-h survey respondents said v_toc-i-h-h they pron_x would v_modale-i-h-h buy v-e-p anti-lock brakes even x-e-u x-e-h-h if they pron_x carry v-e-i-p a medium or high price tag n_x

[21377064]

The first tree diagram shows the phrase "More than 50% of the cards". The root node is "than", which branches into "More" and "50%". The node "50%" branches into "card:i-c" and "n_of:x". The node "card:i-c" branches into "much-many_a-c-i" and "_".

The second tree diagram shows the sentence "I felt the same way about the air bags". The root node is "I", which branches into "felt" and "the". The node "felt" branches into "v:e-i-p" and "q:i-h-h". The node "the" branches into "a_s:e-i" and "n_of:x-i". The node "a_s:e-i" branches into "same" and "way". The node "way" branches into "n_of:x-i" and "about". The node "about" branches into "p:e-u-i" and "air". The node "air" branches into "n:x" and "bags". The node "bags" branches into "n_of:x-i" and "compound".

[21377065]

Both features appealed most to buyers under 45
q1:h-h n:x v:e-i-p a:e-e p:e-u-i n_of:x-i p:e-u-i card:i-i-c

Diagram illustrating the semantic network for the sentence "Both features appealed most to buyers under 45". The network shows the relationships between the words and their corresponding semantic roles (ARG1, ARG2, etc.) and the top node.

Top node: top

ARG1: Both, features, appealed, most, buyers, under, 45

ARG2: q1:h-h, n:x, v:e-i-p, a:e-e, p:e-u-i, n_of:x-i, p:e-u-i, card:i-i-c

Relationships: top connects to ARG1 and ARG2. ARG1 connects to ARG2. ARG2 connects to the words.

[21377066]

graph TD
 A[ABCT1] --> B[ABCT2]
 A --> C[ABCT3]
 A --> D[ABCT4]
 A --> E[ABCT5]
 A --> F[ABCT6]
 A --> G[ABCT7]
 A --> H[ABCT8]
 A --> I[ABCT9]
 A --> J[ABCT10]
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 A --> N[ABCT14]
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[1237067]

But ci-i-i even xe-u a a little n:x appeal vce-i-i has a a lot n_of:x-i of n_of:x-i attraction q_dem-i-h-h these q_dem-i-h-h days n_of:x-i

