



NAME

Student, 22, Romania

TYPE

Rational

Bio

John is a passionate university student with a keen interest in motorsports and the thrill of high-performance cars. He is fascinated by the intricate mechanical workings of powerful engines and the adrenaline rush that comes with driving.

When he is not studying, John can often be found tinkering with his own car, fine-tuning its performance and making modifications to enhance its speed and handling. He loves the challenge of pushing his car to its limits and exploring the feel of various cars. Because his car is always a working project he may not have available when he most needs it.

Aside from his love of motorsports, John is also an aspiring filmmaker. He enjoys using his creativity and technical skills to produce short movies that tell compelling stories and captivate audiences. He is constantly experimenting with different filming techniques and editing styles to develop his craft and push the boundaries of his art and most times he needs a car that meets various needs.

Demographic

Male 22 years

Romania

Single

Student

4500 lei

Technology



Browsers



Core needs

- richer driving experience
- to show taste and style
- enjoys the simple things in life
- he likes to have things when he needs them but to not care about when he doesn't

Frustrations

- not enough money to buy a classic car
- dealing with paperwork
- long waiting time