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CSS301

Assignment #1 pre-writing

1. **Topic:** Supercars (best value)
2. **Target audience:** Prospective sports/supercar buyers.
3. **Decision:** The decision to be made is which supercar, if any, should the audience purchase. ~~based on standard options, engine specs, 0-60 time, weight to power ratio, and price is best for the money~~.

* If the audience only desires max horsepower then the 2016 McLaren 570s is the best choice
* If the audience only desires max torque then the 2016 Ferrari California is the best choice.
* If the audience desires least expensive supercar then the 2017 Audi R8 is the best choice.
* If the audience desires best price per horsepower (price/horsepower) then the Audi R8 is the best choice.
* If the audience desires a convertible supercar then the 2016 Ferrari California is the only choice.
* If the audience desires maximum cargo space: then the Ferrari California is the best choice regardless of convertible top usage.

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| --- | --- | --- | --- |
| **Criteria** | **2016 Ferrari California** | **2017 Audi R8** | **2016 McLaren 570s** |
| **Engine specs** | 3.9 liter V8 engine – 553 peak horsepower @ 7500 rpm; 557 lbft peak torque @ 4500 rpm | 5.2 liter V10 engine – 540 peak horsepower @ 8250 rpm; 398 lbft peak torque @ 6500 rpm | 3.8 liter V8 engine – 562 peak horsepower @ 7500 rpm; 443 lbft peak torque @ 5000 rpm |
| **Weight Distribution**  (probably going to delete as I can’t find info for R8) | 47% front, 52% rear |  | 42% front, 58% rear |
| **Standard options** | * Front engine, rear wheel drive * Automatic retractable hard top (retracts in 14 sec) * 8.5 cu ft cargo (trunk) space with top down, 12 cu ft with top up * 20.6 gal fuel capacity | * Mid-engine, 4 wheel drive * No convertible option * 8 cu ft cargo space * 19.3 gal fuel capacity | * Mid-engine, rear wheel drive * No convertible option * 5.3 cu ft cargo space * 19 gal fuel capacity |
| **Dollars per horsepower**  **(price / peak horsepower)** | $366.60 | $301.70 | $333.30 |
| **0-60 time** | 3.6 seconds | 3.2 seconds | 3.2 seconds |
| **Power to weight** | 553 / 3813 = 0.145 | 540 / 3500 = 0.154 | 562 / 3175 = 0.177 |
| **Price** | $202,723 | $162,900 | $187,300 |

1. I will probably use the power-to-weight ratio as my table for this writing assignment.

References (MLA formatting):

Duff, Mike. "2017 Audi R8 - First Drive Review." *2017 Audi R8 First Drive – Review – Car and Driver*. Car and Driver, June 2015. Web. 24 June 2016. <http://www.caranddriver.com/reviews/2017-audi-r8-first-drive-review>.

Duff, Mike. "McLaren 570S / 570GT - Car and Driver." *McLaren 570S / 570GT Reviews*. Car and Driver, May 2015. Web. 24 June 2016. <http://www.caranddriver.com/mclaren/570s-570gt>.

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"Ferrari California T: Ferrari.com." *Ferrari GT*. Ferrari, 2016. Web. 24 June 2016. <http://auto.ferrari.com/en\_EN/sports-cars-models/car-range/california-t/#specifications>.

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"2017 Audi R8 Coupe: Price - Engine - Specs | Audi USA." *2017 Audi R8 Coupe: Audi USA*. Audi of America, 2016. Web. 24 June 2016. <https://www.audiusa.com/models/audi-r8>.