

## Austera XR90 Fastback Sedan MRD – Page 3

### Vision

**Vision Statement** - Meet the 2022 XR90: Agile. Intense. Indulgent. Austera's well-appointed flagship ushers in a new era of luxury sport sedans. Sport no longer means sacrificing comfort and convenience, so why compromise? Drivers and passengers alike will feel as though they have truly *arrived*.

**Product Differentiation** - The key differentiators include the XR90's horsepower, interior amenities, and "fastback" configuration:

- The XR90's turbocharged V6 delivers 350hp, which is top of its class.
- Options available include four unique climate zones, aromatherapy diffuser, 3 massage options for driver and passengers, as well as superior sound-deadening for road noise and traffic.
- It also features a rear hatch in place of a trunk, which provides for more cubic feet of storage space than any other vehicle in its class.

### Target Market

**Market Category & Size** – The luxury sport sedan category comprises \$1.05B of the market. This amounts to roughly 15,000 vehicles sold annually.

**Market Share** – Currently, Austera holds approximately 15% of the luxury sport sedan market and 8% of the car market worldwide.

**Competitors** – Main competitors include Audi, BMW, Mercedes, Volvo, Lexus, and Infiniti.

**Key Customer Segments** – Potential customers are aged 35-55, possessing disposable income, who pursue active leisure activities.

**Customer Challenges** – Customers report a range of common complaints:

- Sports cars transfer too much road noise and vibration.
- Sports cars offer limited interior amenities.
- Luxury sedans possess ample passenger space, but limited or awkward cargo space for sports equipment.

**Personas** – The XR90 caters to a variety of personas in its key customer segment:

- **Weekend Athlete:** 35-year-old Rick has a full-time job in finance, but he still enjoys lacrosse with his college buddies on weekends. He wants an impressive car with some power behind it that can go from whisking his gear to the field one minute and a date to dinner the next.
- **Young Retiree:** 55-year-old Charles retired early enough to still enjoy an active life. He spends several days per week each winter skiing but occasionally still works as a realtor. He needs a good-looking car with ample room to stow ski equipment out of his clients' sight. The all-too-obvious roof rack is not an option for him.
- **Look-At-Me Mom:** 40-year-old Susan is part of a mommy group in an upscale neighborhood. Another mom in the group purchased a competitor's sedan last year. Susan wishes to have a newer, better-equipped model to boost her social status.