A
- Wants to see data and statistics on performance.
- Looks at energy efficiency.
- Looks at cost and trade in value.
- Comparison shopping with other vehicles (often online).
- Ease of maintenance.
- Wants to know how it works.
- Likes power and precision handling

B
- Interested in safety features, and durability.
- The practicality of size, number of doors, storage space, stain resistant materials, features such as interior trunk/gas unlock.
- Looks at maintenance requirements
- Have done research and know what they want

C
- The "feel" and comfort of the vehicle is important, user friendliness of controls.
- Wants to "love" the car. Impacted by friendliness of sales & service organization.
- "Knows" it's right choice.
- Will buy based on a friend's recommendations

D
- Looks at the aesthetic qualities: sportiness, color, form, "cutting edge" qualities.
- Wants it to fit the dream, personal image, long range plans.
- More willing to experiment and take some risk.
- 1st model buyer; early innovator

Buying A Car