



- I. Surprise Me & Deliver on Your Hype
- II. Be Easy to Use
- III. Work the First Time
- IV. Be Cost Effective
- V. Add Value to My Car & My Life

- VI. Be Fast to Use
- VII. Keep it Simple Don't Confuse Me
- VIII. Make Me Want to Use You
- IX. Make Me Look Like a Rock Star
- X. Be Consistent