



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