



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