CONSUMER POWER CHARTER

USE IT. IMPROVE UPON THESE TENETS.

- 1. Consumers are looking to us to help simplify lives so we will
- 2. Expect education about products to make informed choices
- 3. We are responsible for keeping number of choices to minimum
- 4. Each vehicle should be distinctive meet real consumer need
- 5. We need to use our marketing prowess responsibly
- 6. We only do it when we have something meaningful to say
- 7. Marketing or sales foisting itself upon consumers is offensive...
- 8. There are no-go places we need to respect
- 9. We need to do more listening to and learning
- 10. We will take the high ground and be champions
- 11. We will never be The Enemy

