

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

