

NEW MODEL BUYING DECISION MATRIX

SCENARIO	POWERTRAIN		BODY DESIGN		INTERIOR		FACTORY		CONCLUSION	
	NEW ENGINE	NEW TRANSMISSION	NEW BODY	NEW PLATFORM	NEW INTERIOR	NEW TECHNOLOGY	NEW FACTORY	NEW WORKERS	AVOID	RECOMMEND
1	All New	All New	All New	All New	All New	All New	All New	All New	First 3 years	Buy 4th year or later
2	All New	All New	All New	All New	All New	All New	EXISTING	EXPERIENCED	First 2 years	Buy 3rd year or later
3	Refresh	Refresh	All New	All New	All New	All New	EXISTING	EXPERIENCED	First year	Buy 2nd year or later
4	No Change	No Change	Refresh	Refresh	Refresh	Refresh	EXISTING	EXPERIENCED	First 6 months	Buy after 6 months
5	No Change	No Change	Refresh	No Change	Refresh	No Change	EXISTING	EXPERIENCED	No Issue	Buy anytime