**Functional Objectives**

**CUSTOMERS:**

*Purpose of vehicle -* safe high performance vehicle, eco friendly.

*Number of occupants* - 2 people.

*Type of occupants* - Any but handicaps may have trouble getting in because of the cars low frame.

*Performance and capability expectations* - Towing capacity:0 lbs/ Has off road capability/ GVW: 3,341 lbs/ Exotically perfect industrial performance handling/ Top speed: 273 mph/ Acceleration 0-60 in 3.59 seconds.

*Purchase cost and cost ownership* - high performance, luxury/ $109,379.89.

*Image* - Safe, Modern, high performance, eco friendly.

**MANUFACTURER/BRAND:**

*Vehicle position in the brand portfolio*- safe, high performance vehicle, eco friendly.

*Investment and manufacturing costs*- 76,459.49.

*Annual sales volumes* - 50,000 - 100,000.

*Marketing strategy* - Traditional dealership, internet, commercial.

*Technology* - Advanced

**MARKET/ENVIRONMENT:**

*Infrastructure, terrain, and climate* - Can handle any terrain and climate with its advanced infrastructure.

*Size limitations* - width: 80.5 in, length: 203.9 in, wheelbase: 116 in, height: 74.4 in, engine size: 6.2 L, output: 420 hp @ 5600 rpm / 460 ft-lbs. @ 4100 rpm.

*Legislation* - normal safety, safe emissions, no gas consumption water only, normal lighting.

*Crashworthiness* - Can safely take hit from any angle, normal rollover, great low speed impact.