

What is value? – Activity response

Factors that may affect your perceived value of a vehicle:

- Seating capacity – because you need to transport the family as well as you
- Purchase price – can I afford it?
- Luggage capacity – where do we put the family dog?
- Goods capacity – I need to transport materials not people
- Investment/Depreciation – will it increase or decrease in value? What will I be able to sell it for?
- Looks – will it impress my friends?
- Maintenance – what will it cost a lot to keep on the road?
- Fun – will I enjoy owning and driving it?
- Terrain – can I take it off road?