QUIZ

VANS OF THE RICH AND GRIDLOCKED

1. According to Howard Becker, why do people buy his cars?

- a) They see them as the ultimate mark of prestige.
- b) They know that they will not depreciate in value.
- c) They appreciate the work environment that they provide.



- a) car electronics.
- b) how luxury cars are made.
- c) the desires of upmarket customers.

3. His cars are for customers who ...

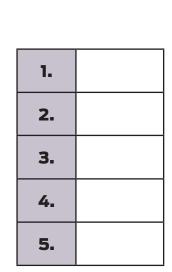
- a) don't like driving themselves.
- b) are often ostentatious.
- c) want some privacy.

4. Which statement is true?

- a) Mercedez Benz invited Becker Automotive Design to design its car interiors.
- b) Mercedez Benz has approved Becker builds.
- c) Becker designs have not been tested for safety in Europe.

5. What might make a car cost more than \$450,000?

- a) putting armor on it
- b) more sophisticated electronics
- c) protection against extreme weather conditions.





Answers : 1. c - 2. c - 3. c - 4. b - 5. a.

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