

# 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.



**2. He says the most important element in developing the business was understanding ...**

- 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) Mercedes Benz invited Becker Automotive Design to design its car interiors.
- b) Mercedes 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.

1.	
2.	
3.	
4.	
5.	

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