

MARK

Hardcore Enthusiast

Age 27
Occupation Manufacturing
Status Single
Location Everett, WA
Tier Hardcore



"I live to spend my nights and weekends out on the roads, and am always looking for new roads to explore and drive."

MOTIVATIONS



GOALS

- Share his love of cars and driving with others
- Work in the performance auto industry
- Someday drive the perimeter of the U.S.

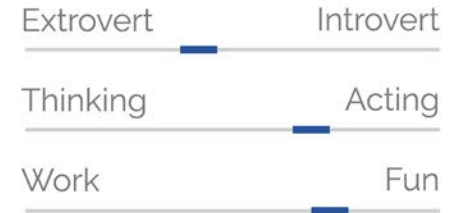
FRUSTRATIONS

- Only knows good roads in Washington & Oregon
- Not a great deal of disposable income
- Difficult to learn about "hidden gem" roads

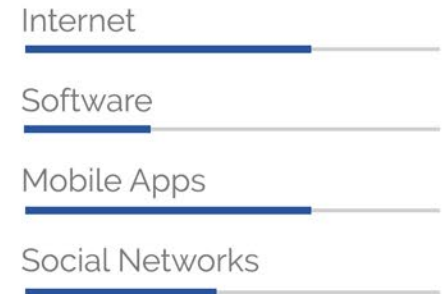
BIO

Brian spends his week building aircraft for Boeing which can sometimes be long days, but he prefers spending time working with his hands. He works to live — specifically to drive his modified Subaru on mountain roads and along twisting roads wherever he can find them. He also enjoys autocross and rallycross club racing in his spare time. He is known for the pride he takes in his car and skill behind the wheel by his friends and coworkers.

PERSONALITY



COMFORT USING



JOHN

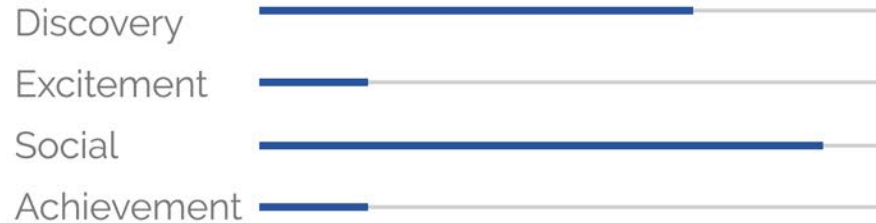
Weekend Wanderer

Age 41
Occupation IT Management
Status Married
Location Asheville, NC
Tier Casual driver



"I want technology to enrich my life, not intrude upon it. If it does what I need and remembers me, that's perfect."

MOTIVATIONS



GOALS

- Take leisurely drives with his wife to relax
- Keep track of routes he liked driving
- Use his computer to notate data from routes

FRUSTRATIONS

- Software that doesn't remember preferences
- Overly complex and feature-bloated apps
- Maps that don't update often

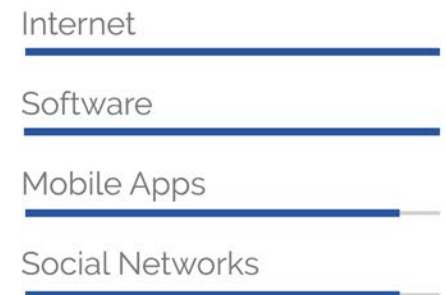
BIO

John is extremely tech savvy and knows what he likes and doesn't like. Small things that most people don't notice bother him. He likes simple things that work over the overly complex solutions. His job is stress-filled so he likes to get away from his computer on the weekend and spend some quality time with his wife taking in the sights both locally or when they have a chance to take trips or vacations, so a mobile app is ideal for his needs.

PERSONALITY



COMFORT USING



JULES

Competitive Driver

Age 32
Occupation Paralegal
Status Married
Location Milwaukee, WI
Tier Enthusiast



"If it can make me a better, more complete driver, I want it. I'm always improving."

MOTIVATIONS



GOALS

- Become a better driver every day
- Find ways to practice when not at the track
- Spend more time behind the wheel of her car

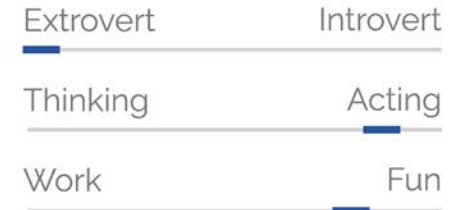
FRUSTRATIONS

- Not a lot of technical knowledge
- Limited time spent at the track or racing
- Can't focus on technology when racing on track

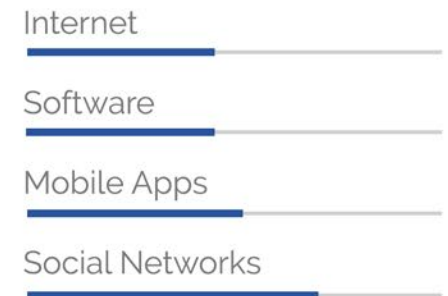
BIO

From an early age, Jules has loved the feeling of speed in a car. Her grandfather took her driving on backroads as a child, and she fell in love instantly. She has two cars, one for commuting and a dedicated race car. Both are fun to drive, but in different ways. She likes to always improve as a driver and likes to compete in whatever she does. Jules isn't tech savvy, but will use the tools she can find to improve her driving skills.

PERSONALITY



COMFORT WITH



HONDA

