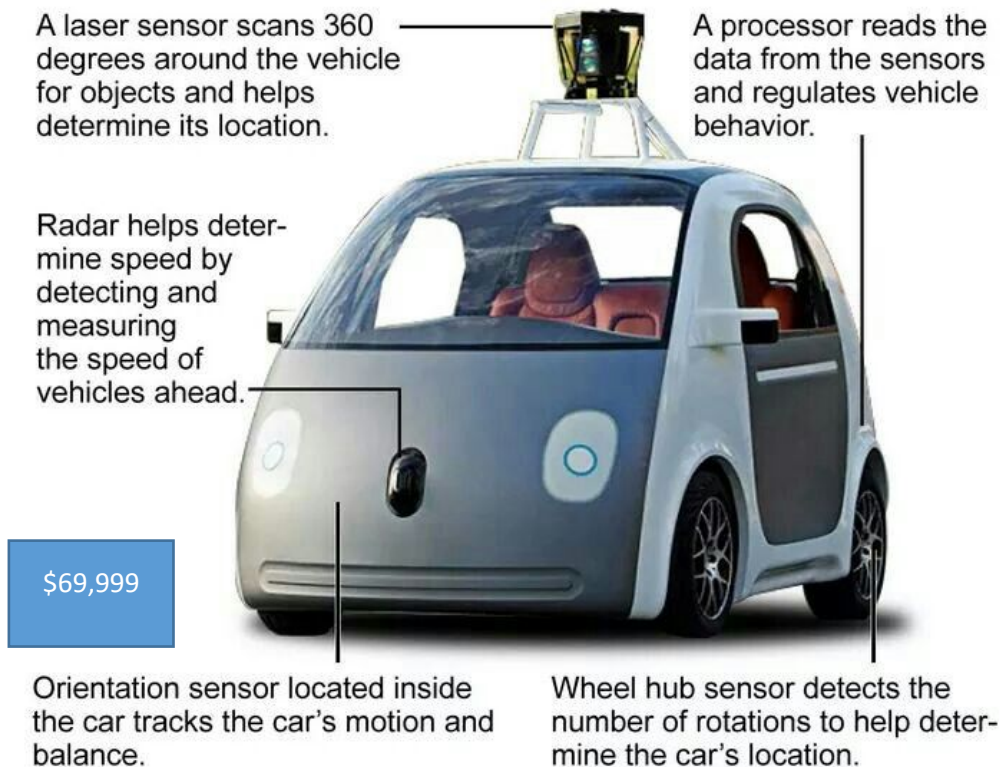


MISE EN SITUATION

Los Angeles Times

Google's self-driving car

Would you take a ride in a car that has no steering wheel, pedals, brakes or accelerator? How Google's self-driving car works:



SITUATION:

You work for Google as the Head of the Sales Department and you have to promote the new self-driving car in order to release its advertising in the newspapers.

Try to find some arguments you could present publicly to seduce as many customers as possible. Consider the following hints:

- Identify your customers and explain how this car will satisfy their needs
- What are the advantages of the self-driving cars and why is it so revolutionary?
- How can you reassure reluctant clients about the high safety of this car?
- The positive consequences on the environment and on the driver's well-being.