



Name \_\_\_\_\_ Date \_\_\_\_\_

### Features and Benefits Marketing Worksheet

Feature of the Chevy Bolt	Benefit to the Owner

Feature of Competitor Vehicle	Benefit to the Owner

Defining advantage of the Chevy Bolt EV \_\_\_\_\_

\_\_\_\_\_

Other selling points such as awards, endorsements:

\_\_\_\_\_

Concept for advertisement:

\_\_\_\_\_

\_\_\_\_\_

Tag phrase: \_\_\_\_\_

\_\_\_\_\_