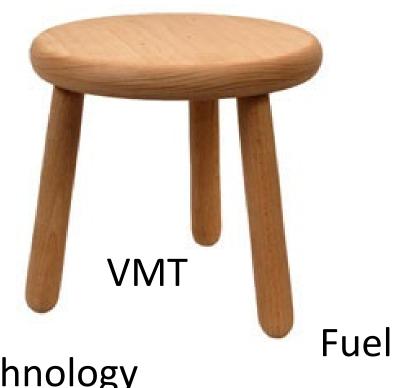
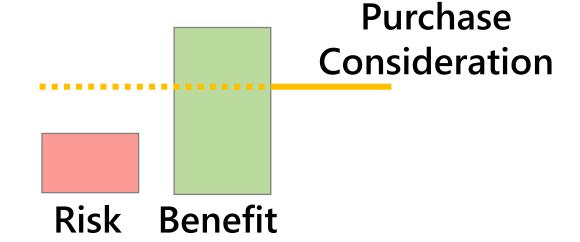
## Where does the customer fit in?



FE Technology

## **Perception Effects Consideration**

Purchase consideration is a function of perceived benefit combined with perceived risk

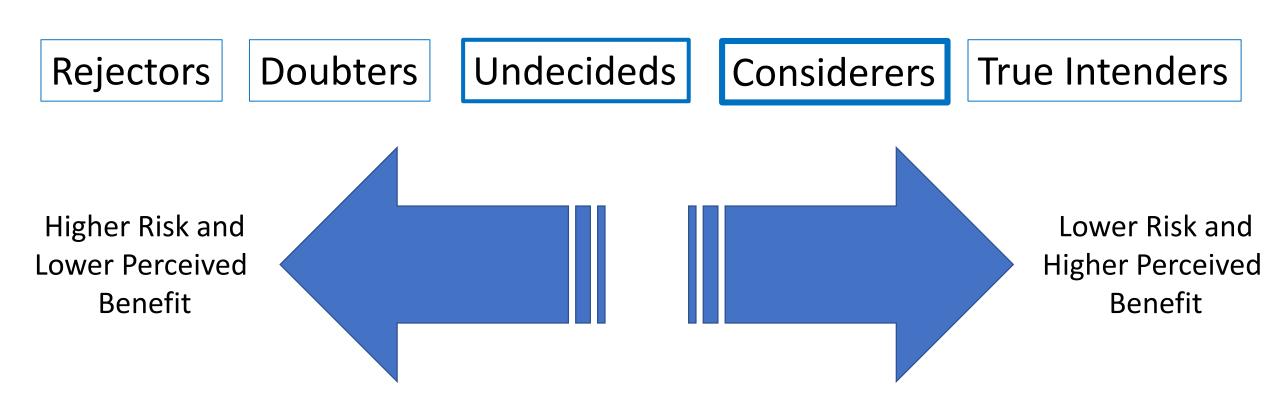




For those with concerns, low consideration will not be increased unless perceived risks are reduced

## ENHANCE BENEFITS

Those who have minimal concerns are motivated by the benefits



## Generation 2 Mirai H2 FCV

