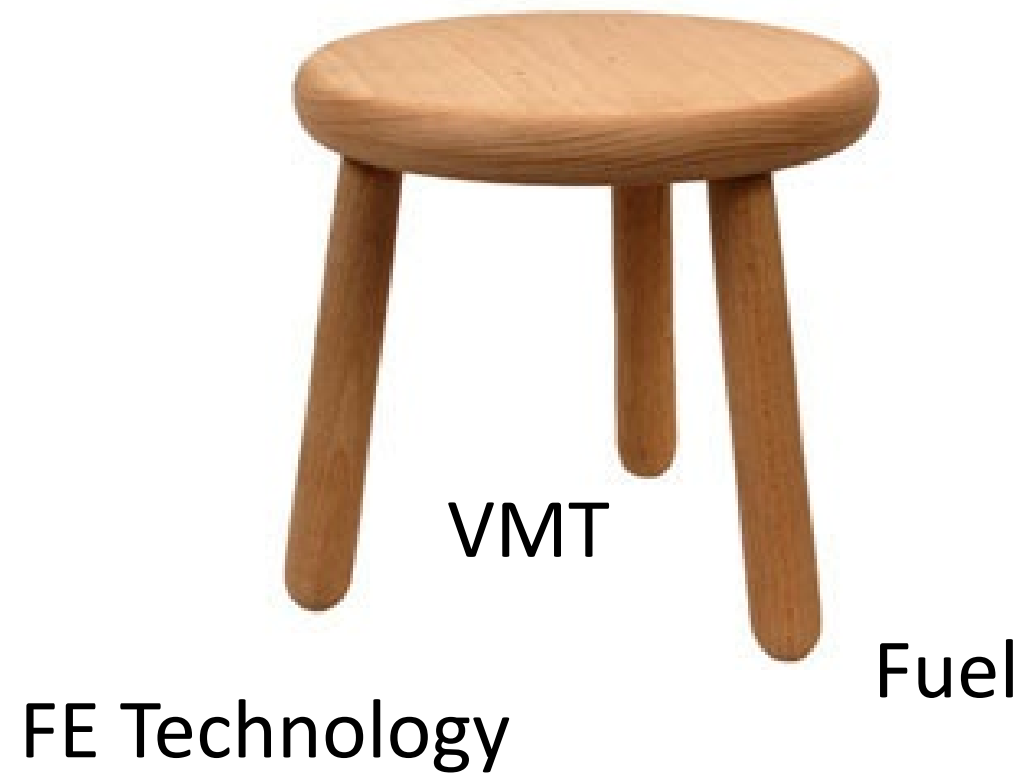
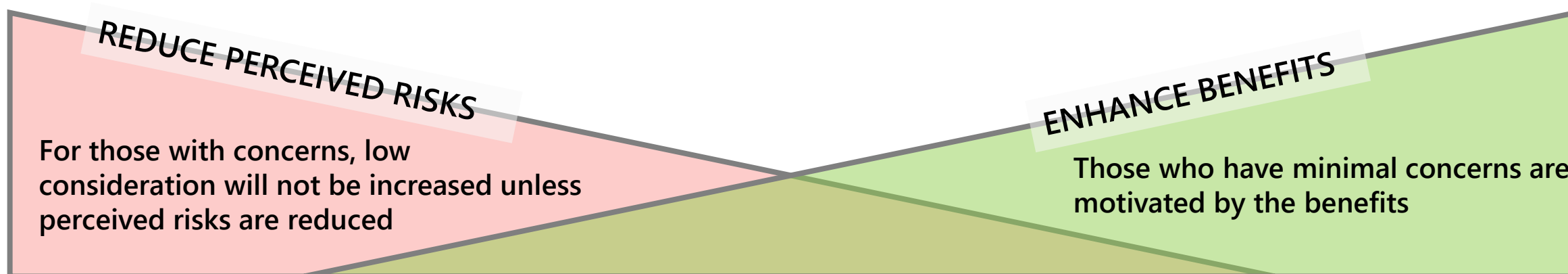
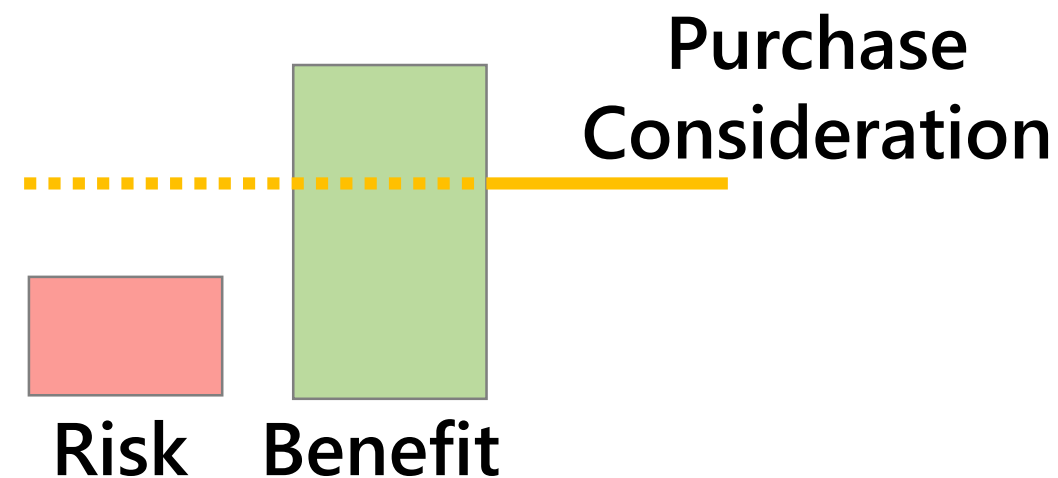


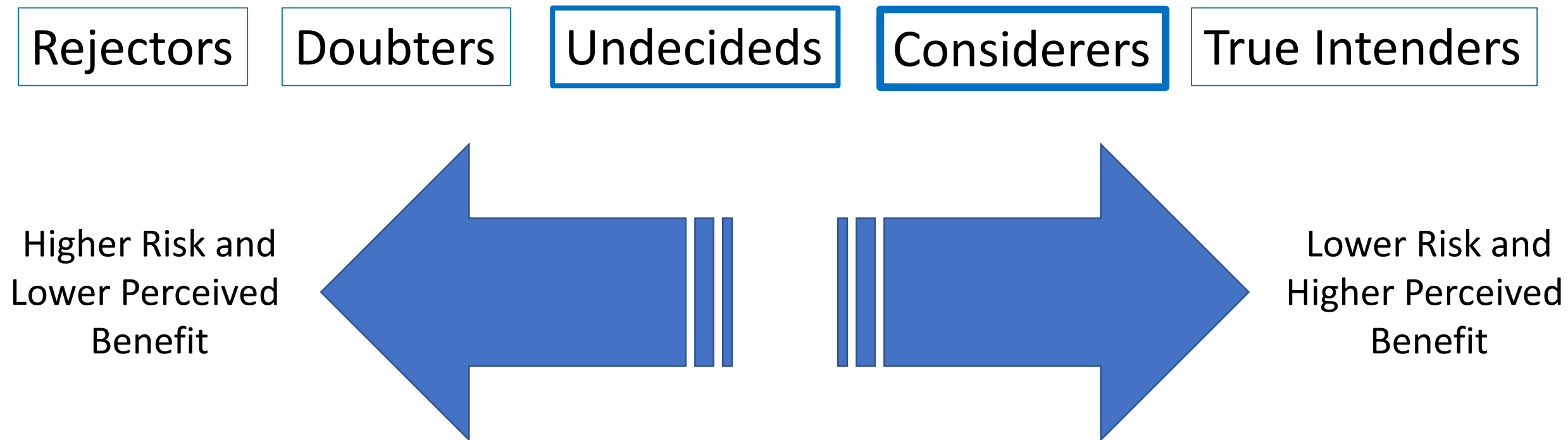
Where does the customer fit in?



Perception Effects Consideration

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





Generation 2 Mirai H2 FCV

