



Touring Tim

Primary value statement:

- *Riding on my bike is recharging my batteries*

Secondary value statements:

- *Safety is the number one priority*
- *I want to be in harmony with nature*

Personal Profile

Tim Chandler is single and works as an accountant in an office in Manchester city. He loves to take a ride, on narrow dirt roads in the nearby countryside, with his bike. He rides only at the weekends and in the summer-time. Tim always brings a small pick-nick with him and takes a break to enjoy the nature.

He is not interested in and don't like to work on the bike and has found a small private repair shop that can do that for him. They do all the services and repairs needed. He keeps his bike in a rented garage which is close by to where he lives. It is convenient but costly.

Safety is his number one priority so he always buys a new bike every third year of a recognized and high image brand. He also spends money to have the latest and best protective gears that money can buy. Despite the fact that he is technically ignorant is he very knowledgeable about different safety features.

He subscribes to one motorcycle magazine and reads all the articles about safety.

Tim is also environmentally concerned and therefore wants a smaller bike with lower fuel consumption in the future.

Segment variables:

Rides: Weekends only

Buys: New

Buys from: Dealer

Replaces: 3 - 5 years

Significant facts:

Age group: 35 - 40

Profession: White-collar

Lives: Big city

Schooling: University education

Income: Over 100.000

Marital status: Single

Rides: Alone

Storage: Rented garage

Number of bikes: One

Repairs: Service station or shop

Rides: Less than 900 km per year

Average trip: under 35 km

Luggage: Small size

Engine: Sub-500 cc

Safety features: The best

Best fit in today's portfolio:



XYZ 356 D

Segment: Touring Light

Market size:



Price level:

- 6.000 -7.000 EUR

Competitors:

Big Bikes

Best rides

