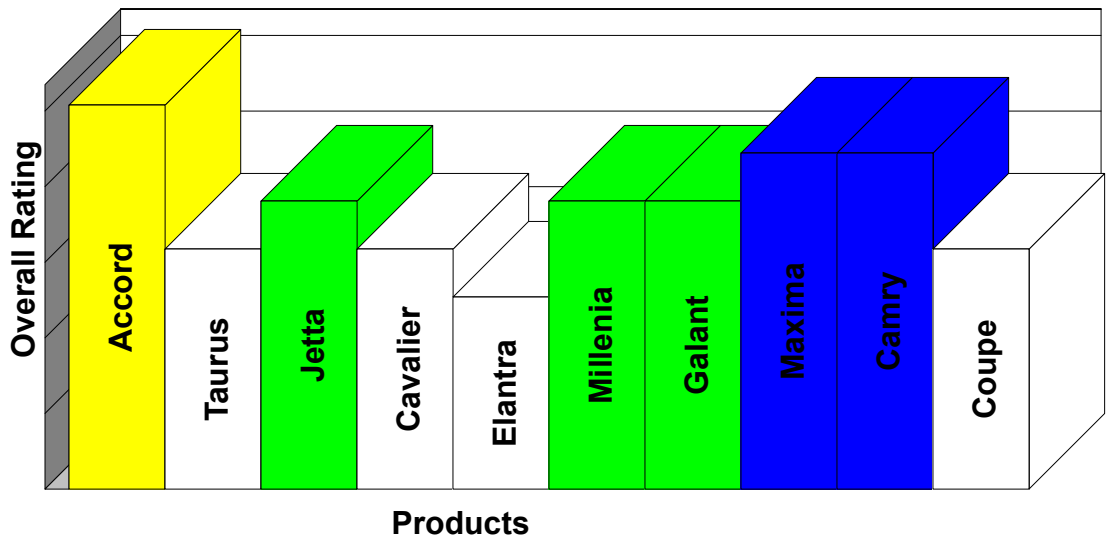
Marketing Comparison Chart

Double-click here for tips on creating this drawing.

● High Ratings ○ Medium Ratings Low Ratings	Honda Accord	Ford Taurus	Volkswagen Jetta	Chevrolet Cavalier	Hyundai Elantra	Mazda Millenia	Mitsubishi Galant	Nissan Maxima	Toyota Camry	Saturn Coupe
Acceleration	○		○			○	○	○	○	○
Economy										○
Driveability	○	○	○	○				●	○	○
Ride	●	○	○			○	○	○	○	
Handling	○	○	○	○	○	○	○	○	○	○
Braking	●	●	●	●	○	●	●	●	●	●
Noise	○	○				○		○	○	
Instruments	●	○		●	○	○	○	○	○	
Cargo Room	○	○	○		○		○	○	●	
Visibility	○			○	○					○



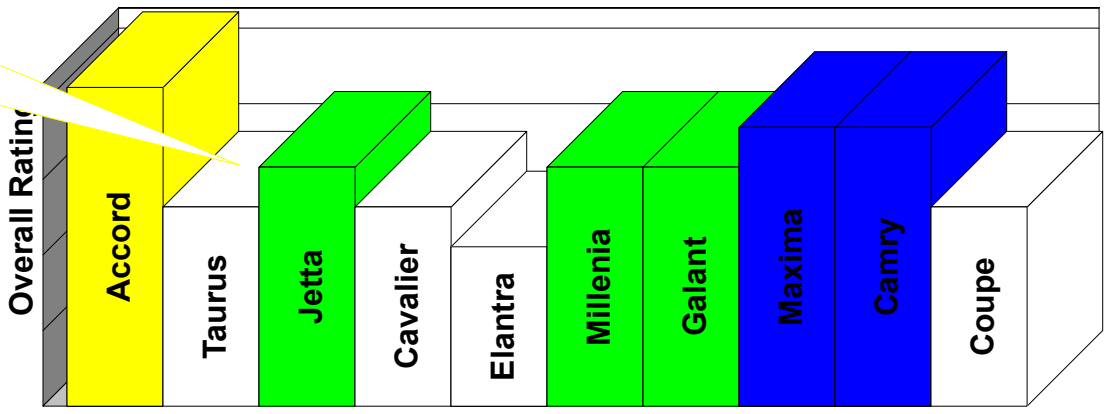
Marketing Comparison Chart

Double-click here to return to previous page.

To add text to the Feature Comparison chart, simply select the desired shape and start typing.

Drag and drop the Feature Comparison shape from the Marketing Charts stencil and evaluate up to 10 products based on their attributes.

Create the shapes in the grid with the Feature On/Off shape. This shape gives you the option of three different styles: Closed Circle, Open Circle, and Blank.

● High Ratings ○ Medium Ratings (blank) Low Ratings	Honda Accord	Ford Taurus	Volkswagen Jetta	Chevrolet Cavalier	Hyundai Elantra	Mazda Millenia	Mitsubishi Galant	Nissan Maxima	Toyota Camry	Saturn Coupe
Acceleration	○		○			○	○	○	○	○
Economy										○
Driveability	○	○	○	○				●	○	○
Ride	●	○	○			○	○	○	○	
Handling	○	○	○	○	○	○	○	○	○	○
Braking	●	●	●	●	○	●	●	●	●	●
Noise	○	○				○		○	○	
Instruments	●	○		●	○	○	○	○	○	
Cargo Room	○	○	○		○		○	○	●	
Visibility	○			○	○					○

Drag and drop a 3-D Axis shape from the Charting Shapes stencil to create this 3-D bar graph.