

<b>PRESENTATION ASSESSMENT</b>			
<b>GROUP:</b>	<b>RAY, ROGER, SEAN</b>		
A	B	C	D
Did the presentation introduce the background to the company, the letter and what happened?	Is it easy to follow (easy to follow words, pronunciation, speed, intonation)?	Are the slides materials clear and easy to follow?	Overall impression (how do others in the group help?)
40%	30%	20%	10%
38	28	17	10
<p>Comments</p> <ul style="list-style-type: none"><li>■ NOTE: Roger, Ray and I</li><li>■ Four companies – only one reply (What was your feeling? What is your impression of the others? As a business person in the future will your reply to all letters?)</li><li>■ Good opening but sound went wrong – try to test before.</li><li>■ The impression of a good team effort – each person spoke and was doing things to help each other during the presentation.</li><li>■ The pictures on the slides compliment and support the presentation – good.</li><li>■ Use the screen on the computer not at the back of the room – then you can look at the audience.</li><li>■ 3.6 litre (the size of the engine – the amount of gas released from the engine during one ‘cycle’)</li><li>■ VVT = variable valve timing</li><li>■ Good and clear pronunciation &amp; intonation</li><li>■ Useful analysis of the reply - yes agree it was hard to read because it is wordy.</li></ul>			
Grade: 93%			

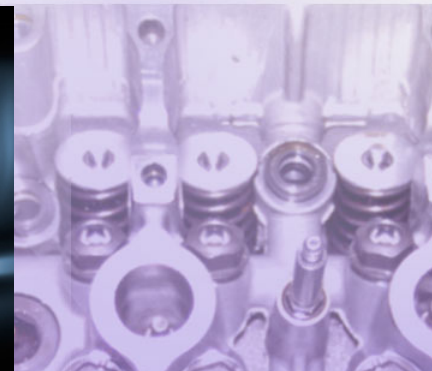


# Driven to Win

IBM96 92710031 Sean (Ching-Hsiang Chang)

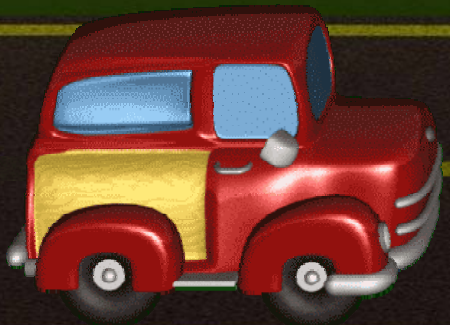
ACC96 92730025 Roger (Ruei-Chin Lin) ~~Better Inquiry for the Customer~~ **STS**

ACC96 92730046 Ray (Kuan-Neng Chiu)





# *the Cadillac STS*



# *the Cadillac STS - streamline shape*





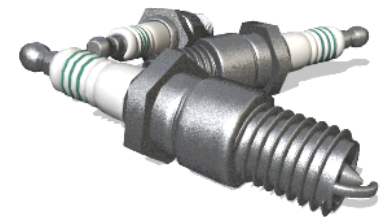
# *the Cadillac STS - speedy*



# *the Cadillac STS - spacious*



# *the Cadillac STS*



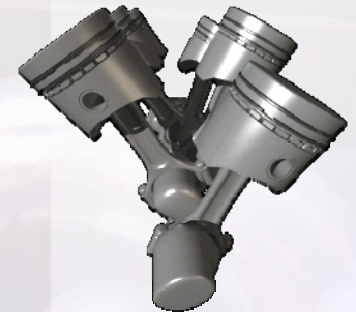


# *Letter of Inquiry*

**Dear Sir:**

## **INFORMATION OF THE CADILLAC STS**

**I noticed an advertisement of your product, the Cadillac STS , on the Internet. The propagation attracts my attention, and I am infatuated with its fantastic streamline shape and powerful engine.**







# *Letter of Inquiry*

**As an enthusiast of the Cadillac STS, I have found that your products are better than any others. It is my first time to purchase an automobile. *The Cadillac* is a top priority for me because of your great service.**

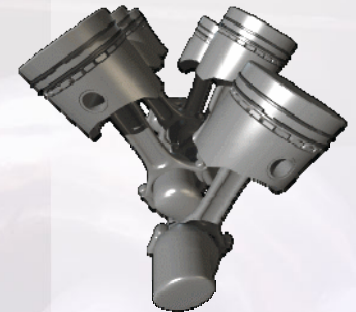
**In the next two months, I would like to purchase an automobile. It would be appreciated if you send any information about the Cadillac STS , such as price, warranties and performance. Please also send your sales points in Taipei.**

# *Letter of Inquiry*

**Thank you for taking time to answer my inquiries. I look forward to your response as soon as possible.**

**Yours respectfully,**

**Roger Lin**





# *Letter of Response*

**Dear Mr. Lin,**

***Thank you for contacting Cadillac. We appreciate your interest in the 2006 STS! The Manufacturer's Suggested Retail Price (MSRP) for the 2006 STS V6 is \$41,020.00. This does not include a destination charge of \$720.00. This information is effective as of 8/1/05.***



# *Letter of Response*

**Cadillac vehicles have a factory warranty of 4-years / 50,000 miles, whichever comes first. The GM Protection Plan (GMPP) offers several levels of vehicle service and maintenance contracts. For information about the different plans and their cost, please speak to your local dealer. If you are not familiar with dealers in your area, an easy way to find one is by using the dealer locator web tool at [www.gm.com](http://www.gm.com).**



# *Letter of Response*

**The STS offers the 254 horsepower (HP) 3.6L V-6 in both rear- and all-wheel drive and configurations, or the 320 HP 4.6L Northstar V-8 in both rear- and all-wheel drive. Both engines feature variable valve timing (VVT) and are mated to widely acclaimed 5-speed automatic transmissions with Driver Shift Control.**

# *Letter of Response*

**While the STS remains true to Cadillac's performance-oriented roots, a host of chassis refinements ensure that it hits the "sweet-spot" of ride and handling, resulting in a ride that keeps drivers fresh and comfortable without sacrificing the driving experience. Road impacts and other harsh inputs are effectively absorbed and dissipated through ride-tuned tires, dampers, suspension components, and bushings, as well as improved structure in body to chassis interfaces and additional refinements in the engine mounts.**



# *Letter of Response*

**Integrated chassis control technologies include a two-mode Magnetic Ride Control offering performance or touring selections, four-channel StabiliTrak, and an available high-precision ZF steering gear.**

**Technological appointments are plentiful, purposeful and driver oriented, including an Easy Key system; Adaptive Remote Start system (not available in Europe or Russia); Adaptive Cruise Control (ACC); Intellibeam; reconfigurable, four-color head-up display (HUD); heated and ventilated seats and heated steering wheel.**



# *Letter of Response*

**General Motors may be offering regional incentives in your area. If you would like to email us back with your complete mailing address, we would be happy to provide you with the regional incentive information, or you may view this information by visiting [www.gm.com](http://www.gm.com).**

**Incentive eligibility is based on a number of factors including program dates, credit approval, and geographical residency. Please check with your dealer for further details.**



# *Letter of Response*

**To make your purchase of the STS even easier, take the opportunity to participate in the Personal Assistant program! This service is offered to you at no cost and without any obligation to join. A Personal Assistant can be there for you throughout your entire purchase experience, assisting you with locating a dealer, providing vehicle feature and option information and much more! If you are interested in the Personal Assistant program, please visit [www.cadillac.com](http://www.cadillac.com) or call 1-877-PA CADDY (1-877-722-2339).**



# ***Letter of Response***

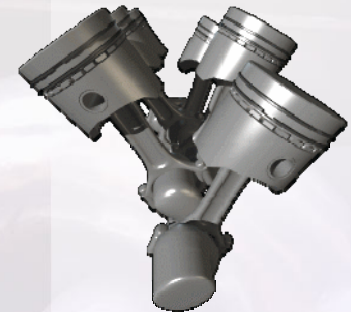
**We hope that this information has been helpful. If you need additional information or have further questions, please let us know via email or by calling Cadillac at 1-800-333-4223, between 8:00 a.m. and 11:00 p.m., Eastern Time, seven days a week. Thank you for contacting Cadillac!**

**Sincerely,**

**Alison Fritzius**

**Customer Relationship Manager**

**Cadillac**



# *the Cadillac STS - Exterior*



360.swf



# *the Cadillac STS - Interior*



360inside.swf





# *the Cadillac STS* - powerful engine



Sts1.swf

