



Top Ten Attributes that Drive Differentiation

REK = Also a driver of Relevance, Esteem and/or Knowledge

Rank		TOTAL - Summary Score*	AAA Average Percentile Score**
1	Daring	8	19
1	Fun	8	28
1	Unique	8	34
2	Authentic	7 REK	77
2	Different	7	18
3	Distinctive	6 REK	64
3	Original	6 EK	85
3	Dynamic	6	45
4	Intelligent	5 REK	89
4	Innovative	5	50

*Summary Score is the sum value of the number of segments (Competitive Set AAA members, Lapsed members, never members and Aspirational Set never members) for which the attribute is driver of Differentiation.

**AAA Average Percentile Score is the 5-year average (2001-2005) of AAA's rated performance on each attribute, as measured against the total BAV brands.