PROS AND CONS OF PART I RISK

PROS

EARLIER INTRODUCTION AND MARKET TEST

EARLIER NEXT MODELS

IMPACT ON COMPETITION

MORE PRESSURE TO SUCCEED

CONS

\$1.6MM

REDUCES POTENTIAL FOR SIGNIFICANT COST REDUCTION IN DESIGN AND PROCESS

SCHEDULE SLIPPAGE WOULD OBVIATE ADVANTAGE

E. Hooton, Jr. - 6

EXHIBIT 1
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