

The right formula

Taking driving into the classroom

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The Ultimate
Driving Machine

Communications – Theme 13: Driven by design

Worksheet 13a

Brand values

Multi-national companies	Words describing the brand
1	
2	
3	
4	
5	
National companies	Words describing the brand
6	
7	
8	
9	
10	

List of words

Active	Elegant	Favourite	Modern	Successful
Advanced	Elitist	Friendly	Reliable	Technological
Approachable	Environmental	Funny	Popular	Traditional
Caring	Established	Green	Progressive	Value for money
Consumer-led	Excitable	Innovative	Quality	World leaders
Contemporary	Expensive	Imaginative	Service focused	Youthful
Dynamic	Fashionable	Leading	Sporty	