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Technology  
Although vehicles are known to  
behave in a certain way, the  
automotive industry has not  
yet fully embraced the  
concept of driving behavior  
in a new way.

Life Cycle  
The Life Cycle of a car is a  
series of stages that begin  
with the design and  
development of the car and  
end with its disposal.

Market  
The market for cars is a  
highly competitive one,  
with many different  
models and brands.



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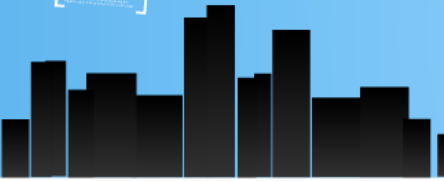
### Porsche: The Cayenne Launch

By: Fiora Chan, Brisa Gutierrez, Melissa Baez, & Katie Mclemore

Business Model of Porsche Cayenne SUV

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Market Structure of SUV

Market Structure of SUV



Market Structure of SUV

Market Structure of SUV



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# Porsche: The Cayenne Launch

*By: Fiora Chan, Brisia  
Gutierrez, Melissa Baez, &  
Katie Mclemore*

# What is Synthetic Motor Oil?

- *Conventional oil is simply refined crude oil. Synthetic motor oil is not only refined, but is also distilled, purified, and broken down into its basic molecules.*

- *Synthetic Motor Oil is a NATURAL CAPITAL: Natural resources and natural services that keep us and other species alive and support our economies(widely use in air crafts, cars, space shuttles, etc).*

- *Synthetic Motor Oil is a NON-RENEWABLE resource: A resource that exists in a fixed amount in the earth's crust and has potential for renewal by geological, physical, and chemical processes taking place over hundreds of millions of years.*



# What is Synthetic Motor Oil made of?

- *100% man-made*
- *liquid mixture of thousands of hydrocarbons ( organic compounds containing only carbon and hydrogen atoms- these occur in fossil fuels)*
- *petroleum deposits*
- *lube oils*

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# Life Cycle

- Synthetic motor oil is made through a chemical process known as the Fischer-Tropsch process, starting with raw materials like methane, carbon monoxide, and carbon dioxide.

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## Manufacturing and Use

- Synthetic oil can then be manufactured using chemically modified petroleum components rather than whole crude oil, but can also be synthesized from other raw materials.
- Once it is broken down to its basic molecules it is rebuilt and added to, so that it can better protect against wear, high heat, cold weather and sludge buildup.
- The process helps engines run more efficiently for a longer period of time.
- Used as a lubricant for internal combustion engines, which powers cars, lawnmowers, engine-generators, and many other machines.



# Disposal

- To dispose of synthetic motor oil you should place the used motor oil in a closed container and then take it to a service station or a collection location that recycles used motor oil.
- Recycled motor oil can be combusted as fuel, usually in plant boilers, space heaters, or industrial heating applications.

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