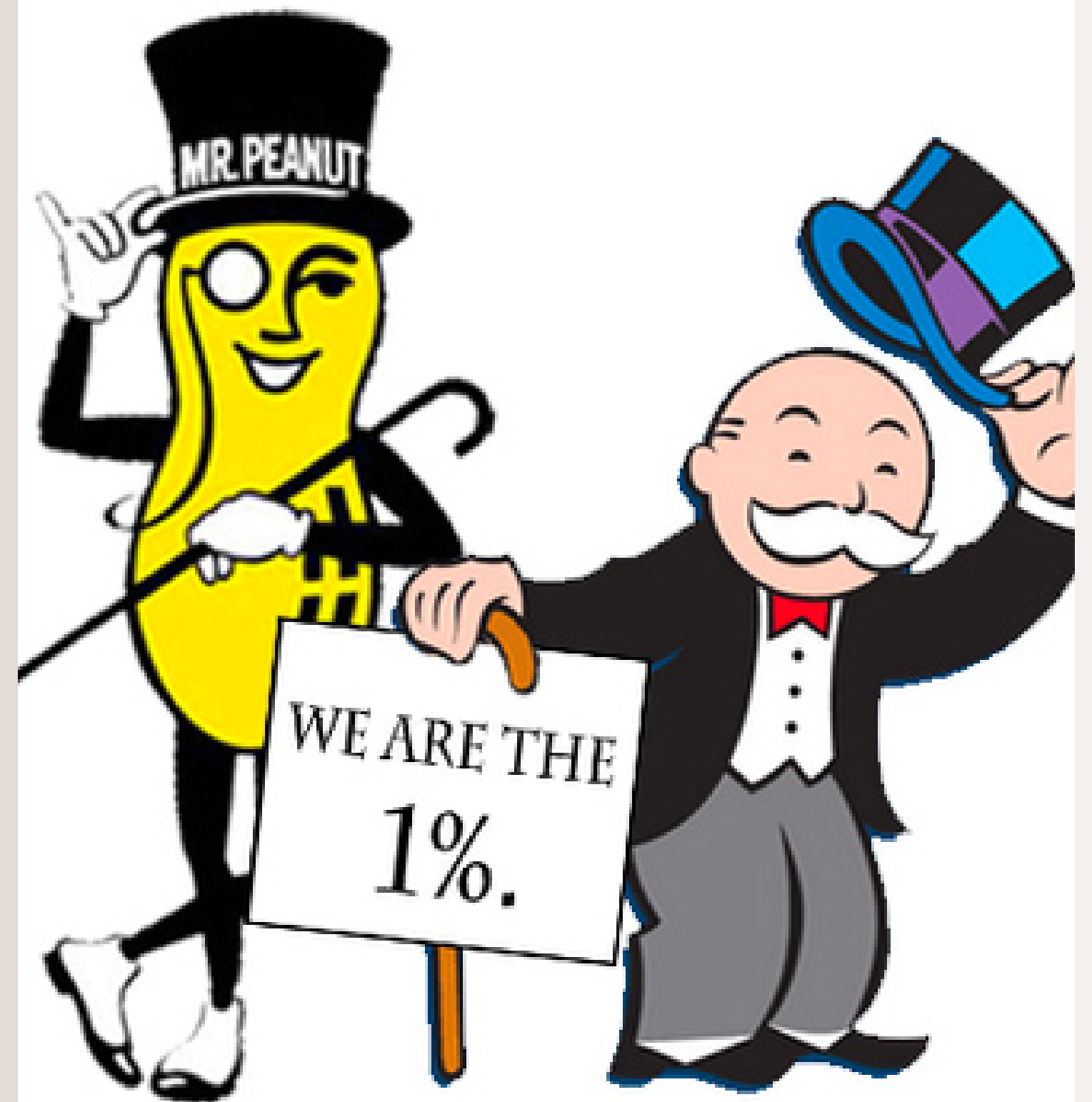


“TWO COMPANIES CANNOT OWN THE SAME WORD IN THE PROSPECT’S MIND”

Dhwani Goyal



It's essential to be the first or only one offering a specific product or service. Being unique or having a distinct position in the market can lead to long-term success.



Immutable Law of Exclusivity

Coca-cola owns the word “soda”

Coca-Cola is known for its secret formula and brand image.

It maintains exclusivity by protecting its recipe and maintaining a consistent taste.



**WE DESIGN
EVERY VOLVO
TO LOOK
LIKE THIS.**



You're looking at a perfect Volvo. A Volvo that performed exactly as our safety engineers designed it to.

Its front and rear ends, for example, collapsed on impact. As a result, much of the crash energy was absorbed instead of being passed on to the passengers.

The car's middle section, however, didn't collapse. That's because the entire passenger compartment is surrounded by Volvo's steel "Safety Cage." Made of six box section steel pillars, this protective housing is strong enough to support the weight of six Volvos.

But the passengers of this car were also protected in ways you can't see. Because inside are such standard features as a collapsible steering column and, of course, 3-point seat belts, front and rear.

Every Volvo is designed to help protect its passengers in all these ways. And, as a result, will look remarkably similar to this one after being in the same type of accident.

If you're concerned about safety, **VOLVO** you can't find a more beautiful car. A car you can believe in.

For more information, please call: 1-800-634-6855. ©1989 VOLVO CANADA LIMITED.

Volvo owns the
word "safety"

Volvo's exclusivity lies in its relentless focus on safety.

Their commitment to safety has made them a unique choice for families.

McDonalds owns the word “fast”

McDonald's was one of the first fast-food chains.

Their exclusivity is being pioneers in the industry.



BENEFITS OF EXCLUSIVITY

Building exclusivity can lead to strong brand loyalty.

Consumers often choose what they perceive as the original or best in a category.

It can command premium prices and create barriers to entry.



When a competitor owns a word or position in the prospect's mind, it is futile to attempt to own the same word.

6 The Law of Exclusivity

Two companies cannot own the same word in the prospect's mind.



**GLOBAL
PATENTS**