



General Information:		Commercialization:				Other Info:	
Product Name:		Brand:		Launch Type:		PD Creation Date:	
Product Type:		Regional Impact:	USA:		Europe:		Product Manager:
Replacement to:							MKT Review Date
Target Dealer:		WH-Int'l:		EH-Int'l:		MKT Manager:	
Target MAP:		Key Features & Benefits:				Application(s):	
Target List/MSRP:							
UPC Code:							
Certifications:							
Why Product was Developed:							
						What's Included:	
						Elevator Pitch/ Why Best?	
						Product Positioning:	

Product Comparison Matrix:	