

Hummer Video Questions

Watch this video about Hummer - <https://www.youtube.com/watch?v=v8RVob4yzxs>

Answer these questions:

1. Who was the target market of the Hummer during its “hey-day”
2. What did the Hummer brand represent?
3. What were GM’s product decisions in regards the Hummer once they took control of the brand?
4. Explain what they meant when they said “the Hummer was a vehicle that could not be ignored as a fashion and political statement.”
5. What are some other current examples of symbols of excess in our society?
6. If you were the CEO of GM at the time of bankruptcy, would you have discounted the Hummer? Explain.
7. Should GM have held on to the hummer during bankruptcy knowing that gas prices may go down? Explain
8. In your opinion, is an electric Hummer the answer for a revival of this brand? Explain
9. If Hummer were to make return, what possible niche could they capitalize on?
10. Explain what they mean when they say “automakers reintroduce brands that take advantage of consumer nostalgia.”