



CORPORATE TONALITY GUIDELINE

APRIL, 2014



Husqvarna[®]
MOTORCYCLES

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1.0 INTRODUCTION

WHAT IS IT?

This tonality guide is the outline for all written communication tasks for Husqvarna Motorcycles, clearly **specifying how each writing task** should be approached.

WHY?

With the relaunch of the Husqvarna brand, it is vital that all communication supports the new corporate positioning and message. Ensuring that the brand is clearly differentiated from any previous Husqvarna, Husaberg and KTM communications is therefore of vital importance. This tonality guide is an overview of the “do’s” and “don’ts” of Husqvarna Motorcycles’ copy creation, and **translates the new brand positioning into a clear and workable framework.**

1.0 INTRODUCTION

HOW TO USE IT?

The tonality guide clearly outlines the elements required to create Husqvarna Motorcycles written communications. Once familiar with the brand's history, repositioning objectives and message tone, writers will be able to follow the simple guidelines and examples contained herein, and **create clear, focussed and suitable written communications.**

THE IMPORTANCE OF A HOLISTIC AND CONSISTENT BRAND TONE

Husqvarna needs to have a **unique and believable “voice”**. With the somewhat colourful brand history and the competitive offroad motorcycle environment, it is of vital importance that all communications elements of the brand's relaunch support the overall message and aid the new brand repositioning without any ambiguity or contradiction.

2.0 BASICS

A clear and uniform brand identity helps to ensure clarity, recognition and autonomy of the constantly growing range of products.

The main language of Husqvarna is English!

Within the European countries where English is used **British English** is the basic language. To ensure copywriting consistency, please note the differences between the British and American English spelling and usage of several words.

For the north American market US-English is the correct form of usage in means of every communication and copywriting purpose.

If copy is going to be translated in an other language, please ensure that the overall meaning of the text stays the same and the message is not lost during the translation process.

2.0 BASICS

Please always make sure that all of the terminology listed below is used in the correct format.

Correct writing form for copywriting:

Husqvarna Motorcycles

2-Stroke

4-Stroke

Husqvarna customer, Husqvarna warranty,
Husqvarna models, Husqvarna website, etc.

Authorized Husqvarna Dealer

Authorized Husqvarna Workshop

Husky Style items

Husky Power parts

Wrong:

HUSQVARNA MOTORCYCLES, Husqvarna

Two-Stroke

4 STROKE

Husqvarna-Costumer, Husqvarna-Warranty,
Husqvarna-models, Husqvarna-website, etc.

Authorized Husqvarna-dealer

Authorized Husqvarna-workshop

Husky Style-Items

Husky-Power-Parts

HUSKY STYLE / HUSKY POWER (usage in headlines always with capital letters)

Husky Style / Husky Power (usage in continuous text)

Please use the name Husqvarna always in combination with Motorcycles (**Husqvarna Motorcycles** and not only Husqvarna). Only Husqvarna HQ can use it differently in some very rare and exceptional cases.

2.0 BASICS

Claim usage:

THE PIONEERS OF MOTOCROSS

Is always written in capital letters

The claim always stays in English language

If possible please use the claim data pattern provided together with the beam:


THE PIONEERS OF MOTOCROSS

Logic of Husqvarna's model lineup:

TE 300 (Two-Stroke, Enduro, **300cc**)

FC 450 (Four-Stroke, Moto**Cross**, **450cc**)

FR 250 GP (Four-Stroke, Racing, **250cc**, MotoGP)

2.0 BASICS

Correct writing of Husqvarna's model lineup:

TC 85 (TC 85 17/14, TC 85 19/16)	TE 125
TC 125	TE 250
TC 250	TE 300
FC 250	FE 350
FC 350	FE 450
FC 450	FE 501

FR 250 GP (Moto3 Bike)

For further information about correct use of logos, emblem, their size and position, sub-logos, colours, claim, imagery, colour grading and product photos please see the Husqvarna CD Manual.

3.0 GENERAL RULES

3.1 ADDRESS AND LANGUAGE TONE

- Husqvarna's history is an integral part of the early days of offroad motorcycle racing's evolution, with over 82 World Championship Titles* to date – thus proudly “THE PIONEERS OF MOTOCROSS”
- The core values are Tradition, Premium, Sweden and Racing – these must be reflected in the language tone
- For those languages differentiating between a formal and informal version of “you” (e.g. French, German, Italian and Spanish), the INFORMAL form of address (e.g. “du”) is used in all communications. This creates a closeness to the customer and a feeling of “I understand you – I know your needs and desires”, thereby helping them to identify with the brand. It also corresponds with the typical Swedish style and reflects their simplicity.
- A strong differentiation in tone needs to be maintained between the “new” Husqvarna and that of KTM – ensuring readers have a clear separation between the two brands. SEE THE FOLLOWING GUIDELINES TO ENSURE THE DIFFERENTIATION IS MADE
- Always Differentiate Husqvarna from all other motorcycle brands

*) current state April 2014

3.0 GENERAL RULES

3.2 DIFFERENTIATE HUSQVARNA FROM OTHER MOTORCYCLE BRANDS BY FOLLOWING THESE GUIDELINES:

- True to the brand's Swedish heritage and proudly understated character writing should never be indulgent, embellished or overstated
- Whenever referring to Racing, ensure it ALWAYS refers back to the heritage, history and legacy of racing (differentiate Husqvarna's World Title pedigree from KTM "Ready to Race")
- Avoid hyperbole or exaggeration, not only in describing the product characteristics, but also in any implied promise to the reader. Husqvarna does not 'shout' or exaggerate
- Typically Swedish, Husqvarna speaks in an understated, subtle, honest and practical manner, so keep it short and to the point. In classic Swedish fashion use words economically, keep sentences short and thoughts simple
- If humour is used, it should be subtle, intelligent and remain both polite and respectful

3.0 GENERAL RULES

3.2 DIFFERENTIATE HUSQVARNA FROM OTHER MOTORCYCLE BRANDS BY FOLLOWING THESE GUIDELINES:

- If writing is nostalgic (specifically with reference to heritage and the colourful past of the brand), it should not be overly sentimental, instead should reflect proudly on facts or achievements
- If a writing concept mimics how a native Swede might speak English (or any other language), it must still adhere to correct grammar and spelling
- Avoid using superficial Swedish stereotyping or low-brow humour and use puns sparingly!

4.0 CRITERIA TO ENSURE TEXT IS WELL WRITTEN

- Be familiar with WHO your reader is and WHAT motivates them to ride
- Make a strong impact (AIDA – Attention, Interest, Desire and Action)
- Be relevant
- Use target group-specific and appropriate language, wording and terminology
- Ensure Husqvarna's tone, voice and personality are always clearly differentiated from all other brands
- Keep all text brief, honest and simple, avoiding over elaborate descriptive writing, hyperbole or exaggeration/overuse of adjectives

5.0 COMMUNICATION MATERIALS

5.1 PRESS KIT

OBJECTIVE OF THE TOOL

- Basis for a comprehensive and informative report for journalists (Target Group: 80 – 90% specialised journalists)
- Arouse interest, inform, generate media coverage
- Service for journalists – offering different copy of various lengths + image database
- Influence the subjective perceptions and let the legend revive in their brains

REQUIREMENTS

- Text arrangement in short text blocks (approx. 50 – 150 words)
- Interplay between image + technology + information

CONTENT

- Corporate component (important for non-sector media)
- Reflecting the core values: Tradition + Racing + Sweden + Premium
- Benefits + their relative importance + reason why
- Detailed, technical information
- Short image text possible (indulge a little, small stories possible)

5.0 COMMUNICATION MATERIALS

5.1 PRESS KIT

STONE

- Informative
- Self-assured
- Explanatory
- Swedish succinct

5.0 COMMUNICATION MATERIALS

5.2 PRESS RELEASE

OBJECTIVE OF THE TOOL

- Target Group consists of PR managers, journalists, partners, importers
- EN is always used for the master file
- Objective: Information is passed on, X-multiplier
- Important: get to the point

REQUIREMENTS

- Must be easy to pass on easily understood + simple structure
(KISS = Keep it short and simple)

5.0 COMMUNICATION MATERIALS

5.2 PRESS RELEASE

CONTENT

- a) Snappy headline, b) Short lead paragraph – convey entire message in 3 sentences, c) Running text – 3 to 4 paragraphs
- Features and Benefits
- Well-chosen, precise wording
- No complicated wording; only common foreign words; "main points in main sentences"
- No dramatization: the most important info at the beginning, and the least important at the end (i.e. "cut from the bottom" structure)
- Generate attention by using some unconventional wording, where necessary.

tone

- Objective
- Explanatory
- Swedish succinct

5.0 COMMUNICATION MATERIALS

5.3 WEB TEXT – HUSQVARNA-MOTORCYCLES.COM

OBJECTIVE OF THE TOOL

- Priority 1: Information for Target Group
- Priority 2: Convey image
- Link the heritage to the present
- Increase retention time: entice to continue reading and encourage to come back

REQUIREMENTS

- Must be rapidly comprehensible – straight to the point
- Must be clear what the text is about as soon as the reader starts reading
- Target group focused style

CONTENT

- Product information: facts, details, features & benefits, lead/guide with emotion (teaser)
- Image text: mixture of facts + emotion, convey mood, convince reader
- General Husqvarna tone
- For new products: product/segment tone
- Reflecting the Core Values

5.0 COMMUNICATION MATERIALS

5.4 WEB TEXT – SOCIAL MEDIA

OBJECTIVE OF THE TOOL

- Convey image and place message
- In reality, Target Group is more interested in being entertained than receiving information
- Target Group characterized by interest in brand
- Integrate the target group

REQUIREMENTS

- Text merely acts as bait
- It works like a lion cage: throw in some food and allow it to be devoured by others
- Pieces of text may not contain any errors, at least not in terms of structure/form
- Share insightful content relevant to the love of riding and a passion for dirt bikes

CONTENT

- Text plays a secondary role; videos and images are more important
- Very superficial due to broad audience – aimed less at specialists
- Do a good deed and tell people about it
- Being new, distinguished, special – even just to be noticed

5.0 COMMUNICATION MATERIALS

5.5 DEALER INFO TEXT

OBJECTIVE OF THE TOOL

- 1.) Information + motivation for dealers themselves
- 2.) Sales support (basis for sales pitch)
- Dealer must: understand, feel as though they are being taken seriously, feel included, stand behind the product (not just behind Husqvarna as a brand)
- Dealer needs to understand the brand, the brand-positioning and the core values

REQUIREMENTS

- Prepare info in a way that can be understood/absorbed quickly
- Capture the attention of dealers
- Different levels of information (short and concise, as well as more in-depth information)

5.0 COMMUNICATION MATERIALS

5.5 DEALER INFO TEXT

CONTENT

- Reason why (1. Why are we doing this? + 2. Why should people believe us?)
- Product positioning
- Description of the target group (for new segments)
- Technical information (facts & figures + features & benefits + FAQs)
- Determine weak points and deliver arguments
- Communication + marketing support through use of material (art guidelines with photos)
- Benefit for dealers

5.0 COMMUNICATION MATERIALS

5.6 BROCHURE TEXT

OBJECTIVE OF THE TOOL

- Image + information
- Identification potential
- Generate desire and instigate purchase (cf. AIDA principle: Desire + Action)
- Right balance, emotional and rational
- EMOTIONAL: Influence the subjective perceptions of the target group with strong emotional messages and strong pictures (hard facts in background, dream is being sold, ultra-extreme situations)
- RATIONAL: convinces interested parties with facts + real arguments + features + benefits (important, so that no credibility is lost)

REQUIREMENTS

- Target Group-specific tone
- Images and text must match – same concept
- Reserve sufficient space for images and content)

5.0 COMMUNICATION MATERIALS

5.6 BROCHURE TEXT

CONTENT

- Product information, preferences/benefits
- Prove quality and competence
- Relation driver/heroes + employees (customer intimacy)
- "Motorcycling" – shared passion
- Cross- and up-selling

5.0 COMMUNICATION MATERIALS

5.7 POSTERS

Image Posters:

OBJECTIVE OF THE TOOL

- Communication of one or more core values to the customers
- Build brand awareness
- Raise attention
- Used at the point of sale as eye-catcher/branding and as giveaway
- Long term communication

CONTENT

- Text plays a secondary role; images are more important
- If text is used at all, then it is only to support the visual message the poster is communicating

5.0 COMMUNICATION MATERIALS

5.7 POSTERS

Model Range Posters:

OBJECTIVE OF THE TOOL

- Communication of model range information to the customer
- Build brand awareness
- Often used as a replacement for a folder
- Used at the point of sale as well as on exhibitions and events as informational material or give away
- Midterm communication

CONTENT

- Text should showcase technical information and facts
- Transportation of the brand's core values

5.0 COMMUNICATION MATERIALS

5.7 POSTERS

Promotional Posters:

OBJECTIVE OF THE TOOL

- Transmit the promotional message to the customers
- Should raise customers interest for the promoted benefit
- Used predominantly as advertising
- Short term communication

CONTENT

- Interesting headline to raise attention
- Attractive, eye-catching image, communicating the core of the advertised promotion (either sales promotion or events, etc.)
- Brief description of the promotion (invitation, appealing)
- Always reflecting brand's core values

5.0 COMMUNICATION MATERIALS

5.8 ADVERTISEMENTS

OBJECTIVE OF THE TOOL

- Capture observer's attention
- Image
- Incite a reaction -> visit the dealer
- Maximum retention time

REQUIREMENTS

- Headline + (optional) short copy text (the perfect advert works well without text)
- Eyecatcher (layout)
- Swedish succinct
- Must match the picture perfectly
- Must incite a reaction – positive or shocking (but the shock must be dispersed again)

CONTENT

- Interesting headline + attractive photo
- Very emotive; features and benefits strongly compressed/concentrated
- Brand must be clear/obvious!

5.0 COMMUNICATION MATERIALS

5.9 DIRECT MARKETING

OBJECTIVE OF THE TOOL

- Generate retail traffic
- Awareness + image
- Prio 1: bait
- Prio 2: text content
- It is less about clever text; bait is the key (e.g. vouchers)
- Personal Approach to the customer
- Premium Treatment

CONTENT

- Interesting headline
- Direct address is essential
- Subject area is very important: Direct Mailing is interesting for Husky Power and Events in particular

FOR MORE INFORMATION PLEASE CONTACT:

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