ask Billie.

BRAND GUIDELINES 2020

Content

Brand Strategy

Core Principles

The core principles are guidelines for how we communicate and behave in everything we do. They are the supportive pillars of the culture, look and feel of Ask Billie and its services.

Friendly but not fake

Different but familiar

Smart but not smug

Reliable but not dull

Helpful but not intrusive

Name and Slogan

Ask Billie is our name. Our service is new and norm challenging in the car care market. We want to break free from the preconceptions that this market brings with it.

Ask Billie is a clean slate, Ask Billie is different, and Ask Billie needs to be experienced, both in service and brand, to be understood.

To accompany our bold name, we have an equally bold slogan. Ask Billie is on a mission, not only to challenge the current car care market, but to shape it.

Our service feels like a taste of the future by taking user experience and service design to the next level. However, this slogan is also something that we have to work to live up to. It is work that is never done. The future is never over. We invite users to join us for the ride.

OUR NAME

ask **Billie.**

SLOGAN

The future of car care

What Users Get

Our platform provides an enhanced booking system with smart features crafted with users' needs in mind. Beyond the booking system, Ask Billie delivers tools and features that not only compliment the booking system, but also make the platform into something more. Specifically a place to take care to all the needs a car owner could have regarding their car.

GO-TO PLATFORM

Everything a car owner needs

ACCESS TO INFORMATION

A comparison site

DIRECT PRODUCT

A booking system

Brand Foundation

The foundation of Ask Billie consists of a set of brand values, a vision and a purpose all culminating into a value proposition.

Our brand values are the base of what we stand for. They are the tools we use.

The vision is our north star, our ultimate destination.

Our purpose why we are in it for the long run and what drives us.

The value proposition is what we do.

VALUE PROPOSITION

Our website provides all the information about the best care for your car in an easy and accessible way.

PURPOSE

To reduce the hassle of car care by providing useful tools and transparency.

VISION

Every person in our market regions that has a car (older than 3 years) is registered on our platform.

VALUES

Knowledge,   Accessibility,   Boldness,   Good

Values

Our values act as the base. Influencing the way we do business. Incorporated in everything the user is provided with. These values make Ask Billie stand out from the rest.

Knowledge

We are experienced in what we know and love sharing that knowledge in order for people to learn more. Supporting a smoother and more problem-free car experience.

Boldness

Be confident enough and make use of what we know in order to evolve the industry and take the lead. We want our services to feel like an evolution not a revolution.

Accessibility

Leveling the playing field on the industry. Bridging the gap between car owners and mechanics.

Good

We come with the best intentions and are nice to have around. A convenient and practical relationship.

Brand Personality

The personality traits we possess are inspired and derived from our core principles and values. They come to life in the qualities of our voice and tone.

See chapter 2 (Voice and Tone) to read more about how we use our personality in our communication.

Engaging

Quirky

Friendly

Clever

Feelings we Evoke

Our brand values, personality and foundation are there to create transparency and clarity in what and how we do things. They are also in place to evoke feelings with the user from the experiences we provide.

Trusting

By having useful, comprehensive and unbiased information the user feels trust.

In control

By having an overview of all their options and necessary knowledge the user feels in control of their decisions.

Relief

Users feel relieved from the burden of spending money on their car by the ease and convenience of using our service.

Delighted

By seeing a change in a previously stagnant and non-transparent industry, the user feels delighted and wants to know more.

Brand Promise

Our brand promise is what the user receives every time they interact with us. The experience and value of using Ask Billie whenever and wherever, will ultimately lead to a stronger brand impression in the eyes of all stakeholders.

OUR PROMISE

We think of all your car needs

Who Ask Billie is For

The value we create for car owners is the thing that will make them return. Hence, meeting the needs of a customer base that relies on our services in the long run, the lifetime of their cars and their future cars.

People who own cars. Primarily those with cars that are older than 3 years.

Voice and Tone

Brand Voice and Tone

At Ask Billie we are on a mission to reduce the hassle of having a car by helping the user easily make the best decisions. The way we do this is by offering a seamless experience with solutions tailored to what users really need.

In this, the way we communicate plays an essential role in guiding the users and building a relationship with them. The way we do this is by always staying true to our personality in our communication.

In practice this means that we always strive to be engaging, friendly, quirky and clever. However, we understand that we can be more engaging and quirky on our landing page, but for example need to be less quirky and more friendly when handling customer complaints. It is always a question of finding the best tone for any given situation. Just as any person would use a different tone depending on who they are talking to and when.

To help us really reach the users on an emotional level, we use our illustrations and characters. These characters shows up here and there to offer a helping hand or even evoke a smile. See more in chapter 5.

Glossary

We use the terms car needs and car care a lot in our internal and external communication. Therefore, it is important that we have a clear definition of what they mean.

CAR NEEDS

Needs that cars have, so that they work. Anything that is broken or missing is a need. Anything that will cause future car problems is also a need. An owner also has car needs and one of them is to find the best car care for them.

CAR CARE

The right car care fixes any car needs. It can be maintenance, preventative actions, help with car costs and any other measures aimed at solving car needs.

Voice Qualities: Engaging

Engaging, per definition, means to draw favourable attention or interest. This is a quality that activates users to start using our service and then keeping them hooked.

HOW TO

Make things easy to understand - even when they are not

Avoid using big blocks of text

Stick to short sentences

Try to understand how the user is feeling, resonating with those feelings

Throw in a joke here and there

Voice Qualities: Friendly

Friendly is a vague term that can take on a variety of shapes and sizes. In our communication we want to act as a friend or friendly neighbour that is giving you support and advice in a helpful way. To be friendly also means that we try to understand when our help is not needed but going the extra mile when it is.

HOW TO

Show empathy and understanding

Be helpful by thinking one step ahead and give useful advice

Think of users' birthdays or other days they might celebrate

Try to be considerate and cooperative if there are problems

Share information that creates trust

Voice Qualities: Quirky

We want to be familiar but not dull. By adding the occasional quirky comment or joke we achieve this. It's a fine line, as we don't want to be childish or inconsiderate. Our characters are an easy way for us to add some quirkiness if we feel it's lacking. It should however, never distract from the clarity or ease of our service.

HOW TO

Make jokes

Share odd (but interesting and related) knowledge

Try to be jolly and upbeat

Voice Qualities: Clever

Clever is a quality that we want to convey heavily in our solutions but also in what we say. The user needs us to be clever when offering advice or help, but never so clever that the user can't understand us.

HOW TO

Be more to the point further down the customer journey when we need users to commit

Make suggestions and statements that are backed by knowledge and experience

Create trust in the fact that we have all the "car knowledge"

Avoid smug or condescending statements

Grammar and Mechanics Guidelines

When talking as the Ask Billie brand we try to stick to some basic guidelines. They help to keep our communication consistent and easy to understand.

First of all, we always talk from the "we". Ask Billie should never speak as an "I", since Ask Billie represents the brand including the people behind it. If we talk about our service, we say "it". Our service is to be understood as something that has been created by us. We also stick to British grammar when communicating in English.

CAPITALISATION

We apply different forms of capitalisation. In sentences we capitalise the first word of a sentence and proper names. In titles we capitalise all words except articles, prepositions, and conjunctions. This does not apply to subtitles.

ACTIVE VOICE

To be engaging and upbeat we stick to formulating in an active voice, as opposed to a passive voice. This means that we say "Alice uses the Digital Garage", not "The Digital Garage is used by Alice".

NUMBERS

If a number is at the beginning of a sentence we spell it out. Otherwise numbers are written in their numerical form. If the numerical form feels a bit too quirky, we spell it out anyways. An example for this would be "third-party".

MONEY

8.000 kr
8.000,53 kr

TIME AND DATE

09:00   Tuesday, October 20, 2020
16:00   October 2nd

Logo

Main Logotype

The Engine Grey and Road Sign Blue logo should always be the first-hand choice. For better contrast or the need of a monochrome logo it may be used in the Reflective White or Engine Grey version.

The logo utilizes the same functional as the rest of the brand with some minor alterations. In contrast, the playful speech bubble surrounding the ask pays homage to the brand promise of helpful and friendly, rather than strict.

The kerning is of great importance. The user should be able to differentiate between the letters even in a smaller format.

The tittles (dots above the i's) and period have drawn inspiration from a traffic light, indicating that even though the car may temporarily need to stop it will soon be ready to go again. The diameter of these should be slightly larger than the letter thickness, to create an optical illusion of balance.

Another aspect of the dots are their connection to wheels, which make them useful in potential animations. They could in those scenarios be used to simulate movement.

The tittles, the period and the speech bubble are to be kept our signature Road Sign Blue when backgrounds allow it.

ask Billie.

Scalable Logotype

The logo has great scalability as is. Due to this, the icon version of the logo is only used when a very small version is needed or if the logo is needed in a square format.

The icon sized logo is taking the iconic speech bubble, and adding the tittles and period from Billie.

The speech bubble now reflects the conversational aspect of the interface, setting the brand apart from competitors.

The new shape also vaguely reminds of a traffic light due to the three dots. This gives a great oppurtunity for engaging animation and further development of the logo as the brand grows.

FULL LOGOTYPE

ALTERNATIVE LOGOTYPES

ICON
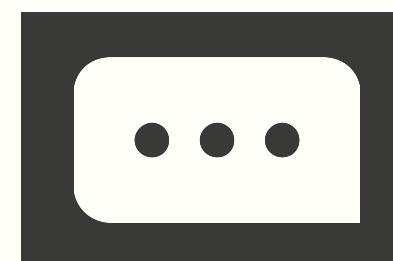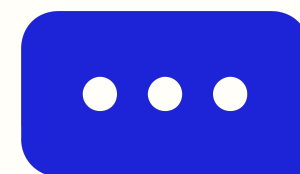
Logo Spacing

Make sure that text or other design elements do not violate the guidelines of logo.

The marked space must always be indicated so that the logo is free from distractions. The distance between the logo and other graphic elements must always be proportionate to the logo's size. Therefore, use the lowercase "e" of the logo as a reference.

The distance below and above the logo should be the height of the "e", whilst the distance on either side should be equal to the width of that same "e".
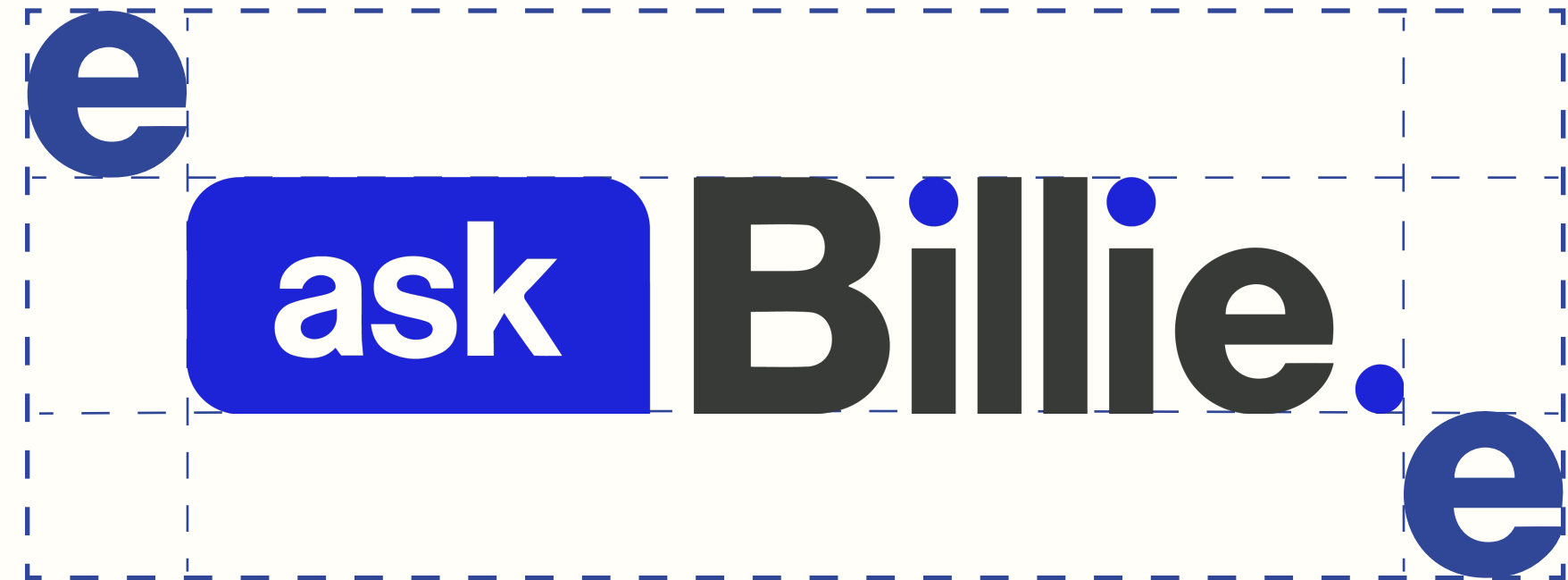
Typography

Typeface - Neue Haas Grotesk

Neue Haas Grotesk is a modern typeface with a rich history. Originally created by Swiss typeface designer Max Meidinger in 1957, the typeface was renamed and made famous as Helvetica.

Today's Neue Haas Grotesk is the result of an effort to remove the layers upon layers of reworks Helvetica has gone through over years of digitalisation and return it to something closer to the original 1957 design. By stripping the typeface down to its original form before adding balancing improvements, designer Christian Schwartz was able to bring back many of Helvetica's original warm subtleties while perfectly adapting it to today's digital world.

Helvetica and Neue Haas Grotesk is known and loved for its clean directness and honesty. It was designed with the purpose of communicating no other message than the text it delivers. This lack of visual style ironically makes it able to mirror and enhance almost any visual style imaginable. We use it to link our honesty and knowledge with our fun personality and look.

Neue Haas Grotesk is licenced through Adobe fonts. (fonts.adobe.com)

LOWER CASE

abcdefghijklmno
pqrstuvwxyzåäö

UPPER CASE

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ

SYMBOLS

0123456789 € $ £ * & ! ? ( )

Typeface styling

We use the same typeface in different weights for all our written communication. The most common uses can be found below. These guidelines are what is used on the website and should be used a starting point for all other content, but text settings can be carefully adapted to suit specific needs if necessary.

HEADLINES

Neue Haas Grotesk Display Bold, 100% line height

PARAGRAPHS

Neue Haas Grotesk Text
Roman, 130% line height

**LABELS &
CALL TO
ACTION**

**NEUE HAAS GROTESK DISPLAY
BOLD, 100% LINE HEIGHT, UPPER CASE**

Typography Scale

We always stick to certain principles to retain good legibility and a pleasant visual rhythm in our typography. This means following a sizing system when applying text to a new design.

While specific sizes do not have to match across different mediums and designs, it is important that all text within one design follows the same system and sizes.

All text is always 125% of the smaller size increment, starting with the paragraph size (use type-scale.com to calculate sizing). Below you can see the type system used for the prototype of our mobile website. The base of the system is the 16 px paragraph size. The next size up from the paragraph is 125% of 16 px.

MOBILE TYPOGRAPHY SCALE

48 px	# Mobile H1 XL
31 px	## Mobile H1 - 31px
25 px	### Mobile H2 - 25px
16 px	Mobile H3 - 16px

16 px	Paragraph **Paragraph bold**
14 px	Small **Small bold**

Colour

Colour Palette

As a whole, the colour palette is used to portray an inviting and familiar feeling whilst still keeping an edge on the industry.

We use fun and optimistic colours in a thought out restrained Scandinavian fashion.

We always make sure to use the Web Accessibility Guidelines in order to maximise readability for all (use https://contrastchecker.com).

B/W

Engine Grey
#383A37
(56,58,55)

Reflective
White
#FFFEF9
(255,254,249)

**BASE
COLOURS**

Transmission Pink
#FEC0BD
(254,192,189)

Headlight
Yellow
#FFE7AA
(255,231,170)

Power Steering
Orange
#F29257
(242,146,87)

**ACCENT
COLOURS**

Road Sign
Blue
#1D23D7
(29,35,215)

Accent Colours

Our accent colour is Road Sign Blue.

Road Sign Blue should never be used for paragraphs. Instead it should be used as an accent in headlines and titles.

To retain the colour's impact we only use it sparingly. We want to make sure that the colour draws the users' attention to what we want to highlight.

Primary buttons and CTAs are always to be filled in with our accent colour and the text in Reflective White.

Secondary buttons are only to be outlined with the accent colour, a transparent fill and Road Sign Blue text.

The accent colour is never used for illustrations.

DO THIS

KLICKA HÄR   **KLICKA HÄR**

Lorem **ipsum dolor** sit amet consecteteur!

Lorem ipsum dolor sit amet consecteteur!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

NOT THIS

KLICKA HÄR   **KLICKA HÄR**

Lorem ipsum dolor sit amet consecteteur!

Lorem ipsum dolor sit amet consectetur!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Engine Grey/ Reflective White

Engine Grey is our default for paragraphs and headlines on light backgrounds. It is not to be used on Road Sign Blue backgrounds, due to low contrast.

Reflective White is always our go to background colour. Reflective White may only be used for text on Engine Grey or Road Sign Blue backgrounds.

DO THIS

Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet!

NOT THIS

Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Lorem ipsum dolor sit amet!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Additional Shades

The additional shades are used in order to create dynamic illustrations when the basic colour range is not enough.

The additional shades should not be used when a base colour could be applied; the base palette should always be the first-hand choice.

PRIMARY SHADES

TP Light
#FFE7E2
255, 231, 226
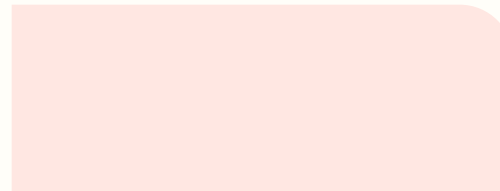
Transmission
Pink
#FEC0BD
254, 192, 189

TP Strong
#FF8F88
255, 143, 136

HY Light
#FFF3D3
255, 243, 211
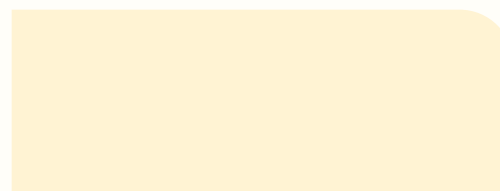
Headlight
Yellow
#FFE7AA
255, 231, 170

HY Strong
#FBD651
251, 214, 81

PSO Light
#FFDECA
255, 222, 202
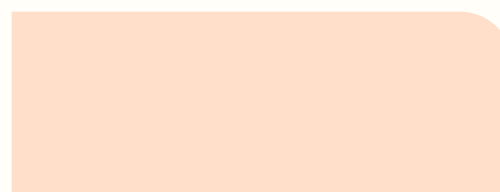
PSO Medium
#FEBB92
225, 187, 146

Power Steering
Orange
#F29257
224, 146, 87

Additional Shades

The additional shades are used in order to create dynamic illustrations where the basic colour range is not enough.

The additional shades should not be used when a base colour could be applied; the base palette should always be the first-hand choice.

SECONDARY SHADES

RSB Light
#DFF0FF
223, 240, 255
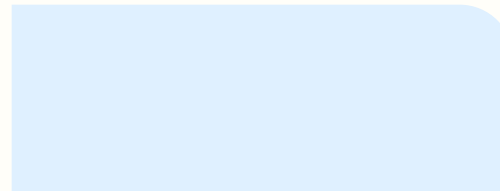
RSB Medium
#A5CEF4
165, 206, 244
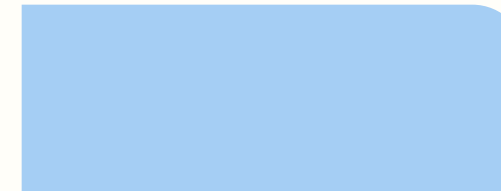
Road Sign Blue
#1D23D7
29, 35, 215

GGG Light
#EAFBDC
234, 251, 220
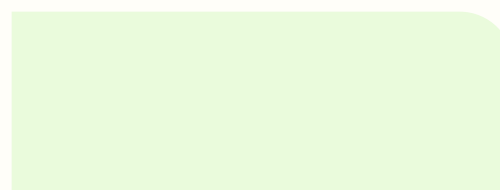
GGG Medium
#B1E18A
177, 225, 138

Go Go Green
#759C56
117, 156, 86

EG Light
#DEDEDC
222, 222, 220
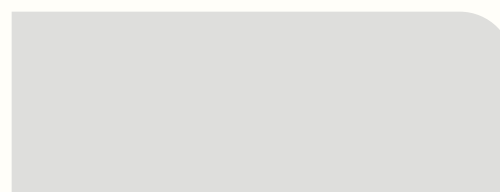
EG Medium
#AEAFAE
174, 175, 174

Engine Grey
#383A37
56, 58, 55

Base Colours

We use our base colours for all illustrations. They are to be used as flat colours and never as gradients.

Our medium and light colours can be used as background colours for sections, dividers, speech bubbles and other elements we use as backgrounds for copy.

We don't use base colours for text.

We always use Engine Grey for body copy and it is the default for headlines or subheadlines. Sometimes Road Sign Blue is used, more on that on the next page.

Reflective White is always our background colour unless it's in a Headlight Yellow, Transmission Pink or in rare instances Engine Grey. The key is to always maximise contrast, in order to get the highest possible readability.

DO THIS

Lorem ipsum dolor sit amet!

Bla Bla Bla

Bla Bla Bla

Lorem ipsum dolor sit amet!

NOT THIS

Lorem ipsum dolor sit amet!

Bla Bla Bla

Bla Bla Bla

Lorem ipsum dolor sit amet!

Illustrations

Usage

When illustrating, every colour in the palette is free to use, aside from our signature Road Sign Blue.

Outlines should always be Engine Grey, textured with Illustrators - Chalk Scribble (kritklotter) and slightly offset from the character. Line weight should always be 0.75 pt.

The shadows underneath characters are the same texture, but with a 4 pt line weight and 30% opacity.

All characters should be drawn using flat vector colours. Any depth is added with outlines. No shadows or additional grains should be added.

When designing, the text should be the main focus. Illustrations should be used sparingly and on Reflective White backgrounds. They should always accentuate what's being said, rather than distracting from it.
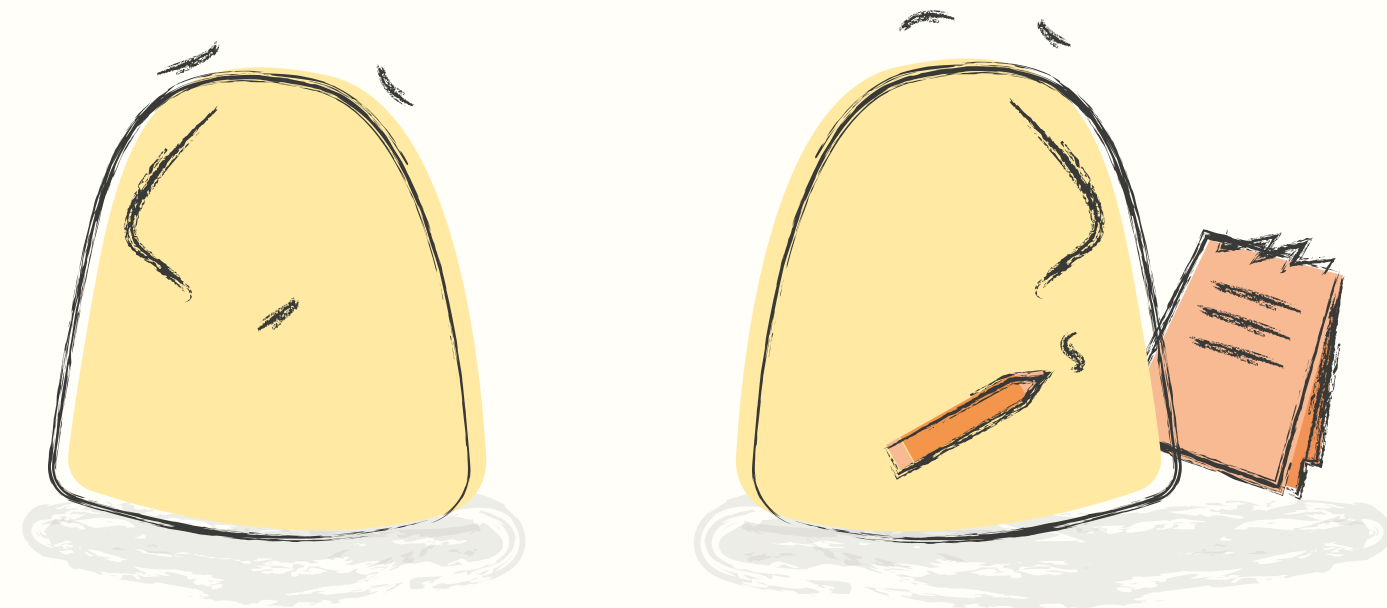
Billie

Billie is our protagonist. The friendly neighbour who knows slightly more about cars than you do and is not afraid to pitch in and help you.

Important to note is that Billie should not be talking for workshops or other experts; they should therefore not be placed next to speech bubbles. Their main mission is to make the process and website less daunting.

Billie is always illustrated in Headlight Yellow and can be combined with object illustrations in all additional colours. In most cases any objects our character is shown with should be in Power Steering Orange.

DO THIS
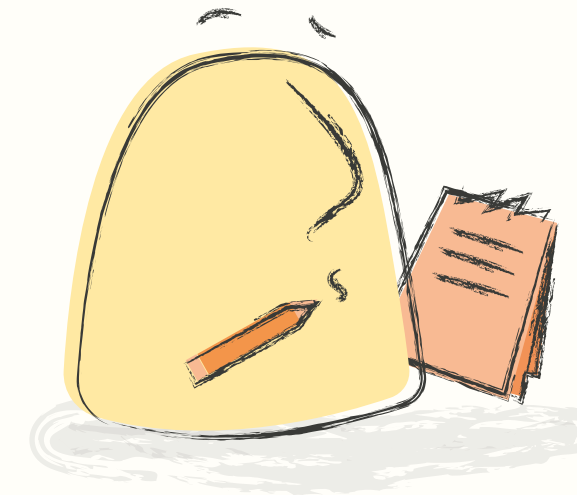
NOT THIS
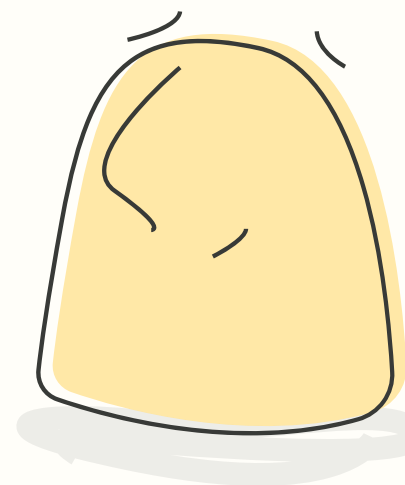
Emotion

The main objective is always to make the character friendly and approachable. This, in combination with the fact it doesn't have eyes, makes conveying different emotions a challenge.

Eyebrows should be kept above the head, and never angled downward towards each other, as this gives an upset expression.

The nose is not affected by the mood. Instead play with the eyebrows, mouth and general shape.

NEUTRAL
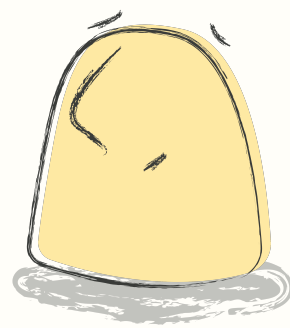
APPRECIATIVE

HAPPY

CONFUSED

CONFIDENT

SURPRISED

Objects

When illustrating objects we avoid Transmission Pink, Headlight Yellow, and Road Sign Blue. As these are used both in backgrounds and our main characters, the objects wouldn't stand out.

Power Steering Orange, on the other hand, is encouraged for being used on objects. It should however, be used for central objects, rather than background decorations.

For example, tools that Billie is holding should be central, and therefore have a fill of Power Steering Orange.

DO THIS
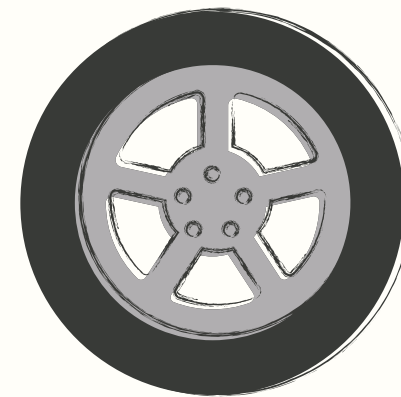
NOT THIS
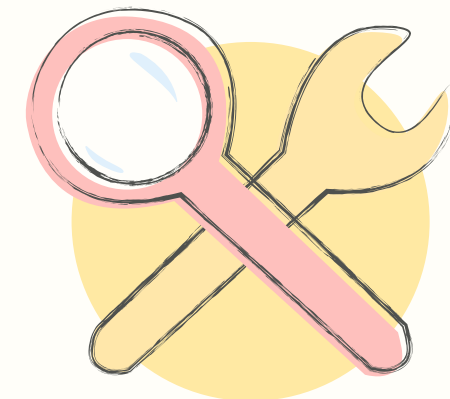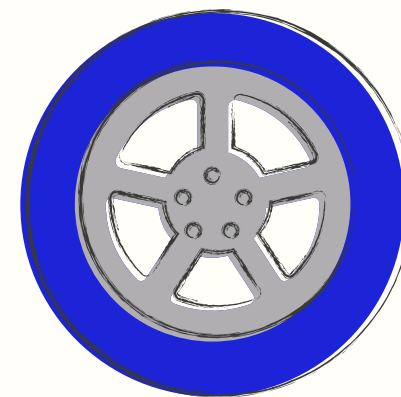
Scenery

It is preferable to use blocked areas without textured outlines for all backgrounds. This is to not distract from the main characters and objects.

Avoid using colours in the background that are used for the characters in the foreground.

Shading can be used to create depth, but should not be overdone.

All characters have a shadow below them, in order to bring character to illustrations. This shadow is a part of the character, and should therefore be in the previously mentioned texture.

Scenery should be used sparingly, to keep a clean and neat look on the website as a whole.

DO THIS
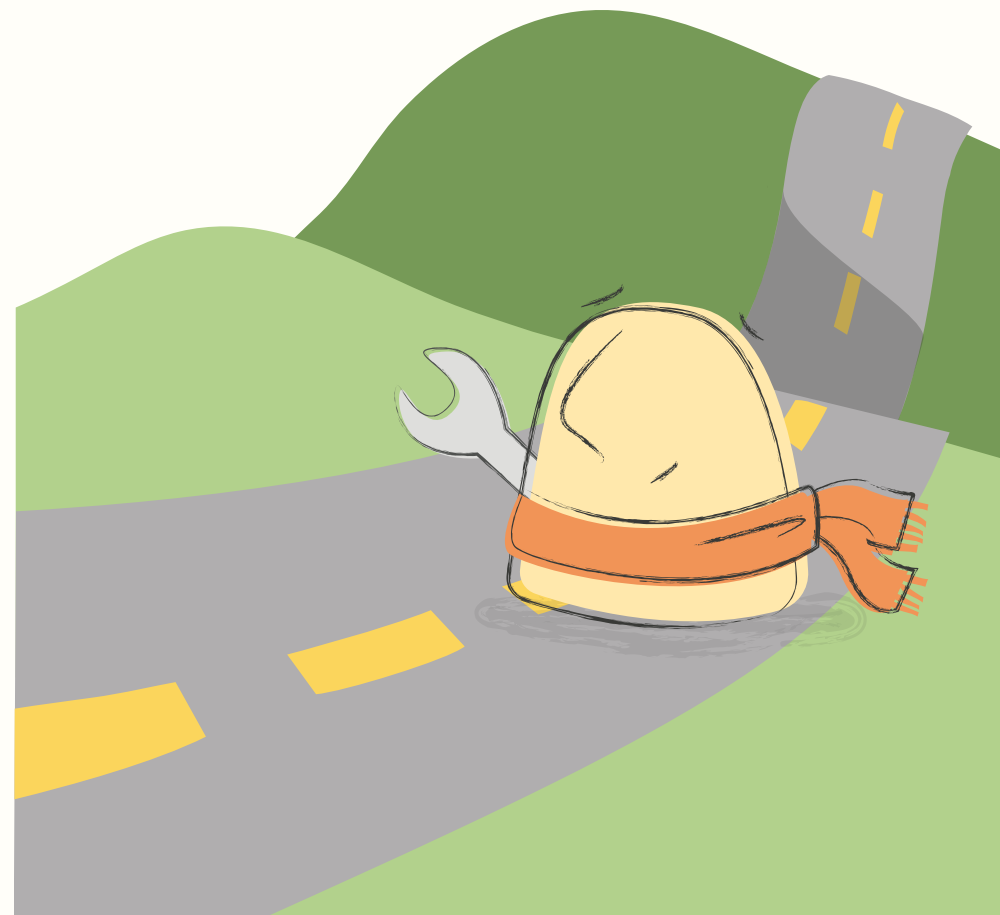
NOT THIS

Iconography

Icons are used as a visual aid in our user interface to support content on the pages.

We have made our iconography as minimal as possible. We only use details that are absolutely necessary so the user understands what the icon shows in context of the page. This also helps retain legibility for smaller sizes.

For our icons we always use high contrasting colours for readability. Engine Grey for light backgrounds and Reflective White for dark backgrounds. Our accent colour, Road Sign Blue can also be used.

Line weight is always 30px and made scalable. The icons have no fill. Minimum sizing is 16px.

DO THIS
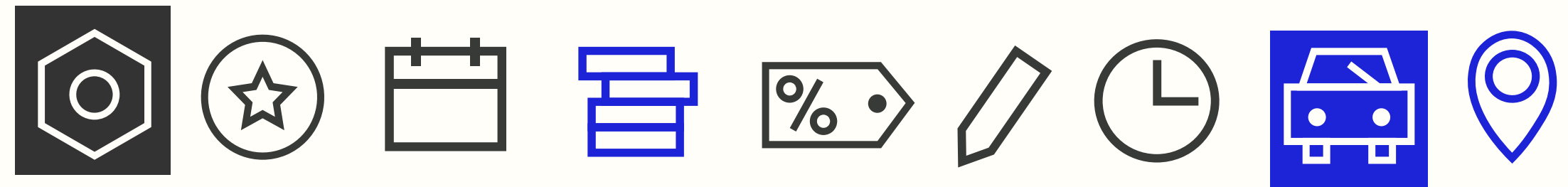
NOT THIS
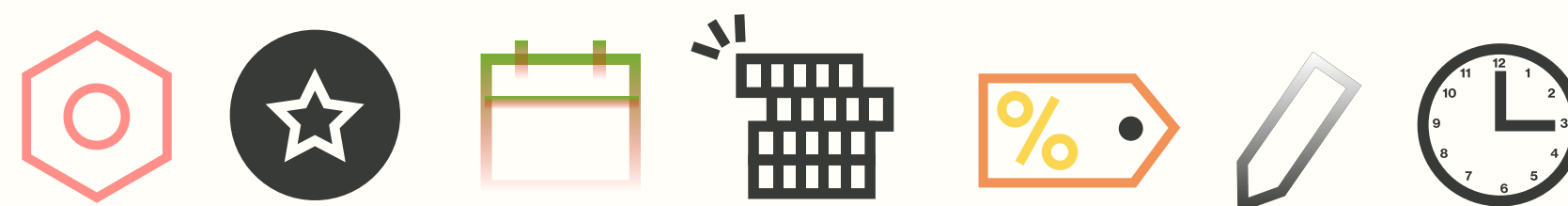
UX/UI

Button Guidelines

The rounded corner is what gives our buttons a lot of their personality. Sharp edged buttons look more serious, while buttons with a rounder edges look more playful. We have found the right balance between serious and playful by rounding one corner of our main buttons.

The rounded corner should start at half of the buttons height.

DO THIS

BUTTON

NOT THIS

BUTTON   **BUTTON**

BUTTON   **BUTTON**

Button Sizing

Minimum spacing between border and text is always 20px horizontally and 10px vertically, but can be increased.

The horizontal button fill of the label should be twice the size of the vertical button fill for the lable.

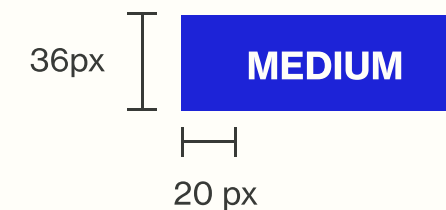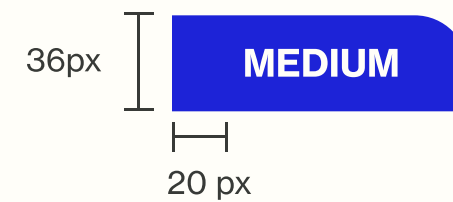We have three button heights: 32px, 36px and 40px. These sizes are used for primary and secondary buttons.
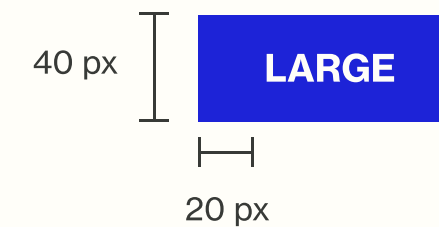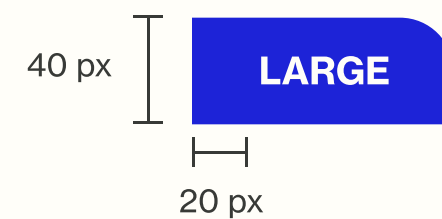
Buttons only have one line of text.

SMALL

32 px | **SMALL**

20 px

32 px | **SMALL**

20 px

MEDIUM

36px | **MEDIUM**

20 px

36px | **MEDIUM**

20 px

LARGE

40 px | **LARGE**

20 px

40 px | **LARGE**

20 px
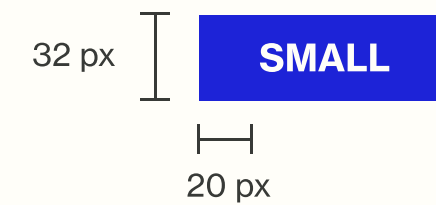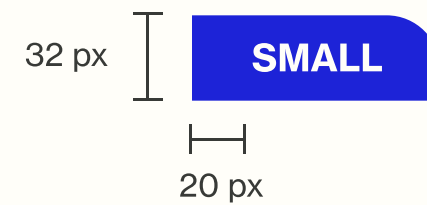
Primary Buttons

Primary buttons should be a strong visual indicator to help the user to complete their journey. They should be used in situations where the user may want to go 'next', 'complete', 'start', CTAs etc.

All of our activated primary buttons should have a Road Sign Blue solid fill with Reflective White text.

Inactive primary buttons should have a Engine Grey Medium fill with Reflective White text.

The text on primary buttons is always in capital letters.

DO THIS

Activated

NEXT

START

Inactive

NEXT

START

NOT THIS

Activated

BACK

NEXT

Inactive

NEXT

Next

Secondary Buttons

Secondary buttons has the same size guidelines as our primary buttons. The Secondary button, however, is always to be used without any rounded corners.

The text for secondary buttons always has the first letter capitalised.

An **inactivated** option button is transparent with a Road Sign Blue outline and Road Sign Blue text.

An **activated** option button has a Road Sign Blue fill and Reflective White text.

DO THIS

Activated **Option**

Inactive **Option**

NOT THIS

Activated **Option**

Inactive **Option**

OPTION

OPTION

Toggle Switch

When a user changes the state of a toggle, the switch should change position.

Colour is an important visual signifier to show whether a toggle is on or off. We always use high-contrast colour to signal this state change.
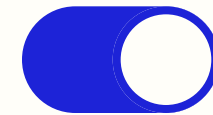
Inactivated toggles are outlined with Road Sign Blue with a transparent fill and a Road Sign Blue activation circle on the left.

Activated toggles are the opposite, a Road Sign Blue fill with a Reflective White activation circle on the right.

DO THIS

ON

OFF

NOT THIS

ON

OFF

Radio Button

When a user selects a radio button, the button should become filled.

Colour is an important visual signifier to show whether a radio button is selected, not selected or inactive. We always use high-contrast colour to signal this state change.

Selected radio buttons are outlined with Road Sign Blue with a transparent fill and a Road Sign Blue activation circle in the middle.

Not selected radio buttons are outlines with Road Sign Blue with a transparent fill.

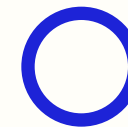**Inactive** radio buttons are outlined with a Engine Grey Medium and transparent fill.

DO THIS

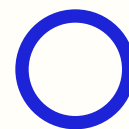Selected   Not selected   Inactive

NOT THIS

Selected   Not selected   Inactive

Tick Box

When a user selects a tick box, the button should become filled.

Colour is an important visual signifier to show whether a radio button is selected, not selected or inactive. We always use high-contrast colour to signal this state change.

In comparison to radio buttons the tick boxes are used when the user has the option to pick multiple choices in comparison to just a single choice.

Selected tick boxes are outlined with Road Sign Blue with a transparent fill and a Road Sign Blue activation circle in the middle.
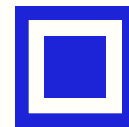
Not selected tick boxes are outlines with Road Sign Blue with a transparent fill.

Inactive tick boxes are outlined with a Engine Grey Medium and transparent fill.
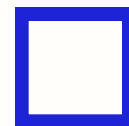
DO THIS

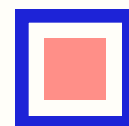Selected   ■   Not selected   □   Inactive   □

NOT THIS

Selected   □   Not selected   ■   Inactive   □

□   □   □

Text Link

Text links are a very simple button type with only text that we use sparingly.

They are identified by the Road Sign Blue colour and the text itself (ex. 'Login').

They can be used as an addition under primary buttons with the option to e.g. 'delete' or 'go back'. The same applies under speech bubbles with the option to e.g. 'see details' or 'see status report'.

DO THIS

Log in

BOOK NOW

Done

Bla bla bla bla bla bla...

See details >

NOT THIS

LOG IN

BOOK NOW

Done

Bla bla bla bla bla bla...

See details >

UX Specific Guidelines

Speech Bubbles
In speech bubbles it is us, Ask Billie, communicating with the user. We try to keep them short and conversational, meaning quirky and using some slang.

Service Requests and Outputs
In some cases the service requests the user to enter or select something. We use this to keep our UX engaging and visually more differentiated. The copy is not conversational and uses no slang. Our service does not refer to itself as "we". In fact, it does not refer to itself at all.

User Inputs
User input can be requested in different forms, from both speech bubbles and service requests. These are formulated as clearly as possible so the user understands that they need to take an action and what that action is. The options for their input can be formulated in a way that represents what a user's answers could be, if suitable.

DO THIS

Not sure what's wrong? Don't worry, we'll figure it out together!

Discharged or defective battery

Enter your cars registration number

S   OWE235

NOT THIS

It seems like you are not sure what is wrong with your car. That is not a problem at all! We will get to the bottom of this together. And then we will present you with a solution.

We think that the boo-boo could be a discharged or defective battery

We are now wondering what registration number your car has.

S   OWE235

ask Billie.