

Liste der Werbeanzeigen

<i>Nummer</i>	<i>Land</i>	<i>Datum</i>	<i>Seite</i>	<i>Ausgabe</i>	<i>Marke</i>	<i>Modell</i>
1.	D	16.12.96	66	51	Mercedes	C-Klasse
2.	D	16.12.96	94	51	Opel	Omega
3.	D	16.12.96	126	51	Peugeot	306
4.	D	16.12.96	147	51	Audi	Leasing
5.	D	16.12.96	162	51	Saab	900
6.	D	16.12.96	180	51	VW	Sharan
7.	D	23.12.96	13	52	Audi	Leasing
8.	D	23.12.96	30	52	VW	Sharan
9.	D	23.12.96	52	52	Mercedes	C-Klasse
10.	D	23.12.96	98	52	Audi	Keine
11.	D	23.12.96	126	52	Rover	Discover
12.	D	30.12.96	26	1	Fiat	Marea
13.	D	30.12.96	168	1	Mitsubishi	Carisma
14.	D	06.01.97	8	2	Audi	A4
15.	D	06.01.97	21	2	Opel	Mehrere
16.	D	06.01.97	42	2	Mercedes	A-Klasse
17.	D	06.01.97	72	2	Saab	Neujahr
18.	D	13.01.97	15	3	Opel	Astra
19.	D	13.01.97	138	3	Saab	900
20.	D	13.01.97	148	3	Audi	A8 quatt
21.	D	24.03.97	4	13	Fiat	Coupé
22.	D	24.03.97	43	13	Suzuki	Impreza
23.	D	24.03.97	48	13	Mercedes	E-Klasse
24.	D	24.03.97	72	13	Peugeot	406
25.	D	24.03.97	80	13	Alfa Romeo	Spider
26.	D	24.03.97	86	13	Saab	Cabrio
27.	D	24.03.97	114	13	Opel	Tigra
28.	D	24.03.97	164	13	VW	Golf Jokey
29.	D	24.03.97	178	13	Honda	Keine
30.	D	24.03.97	198	13	Audi	A4
31.	D	31.03.97	2	14	Mitsubishi	PajeroV6
32.	D	31.03.97	10	14	Audi	A3
33.	D	31.03.97	42	14	Renault	Esp-mega
34.	D	31.03.97	50	14	VW	Golf Jokey
35.	D	31.03.97	64	14	Toyota	LS400-V8
36.	D	31.03.97	98	14	Opel	Omega
37.	D	31.03.97	118	14	Citroën	Xantia
38.	D	31.03.97	134	14	Saab	900
39.	D	07.04.97	4	15	VW	Golf Jokey

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40.	D	07.04.97	28	15	Toyota	Camry
41.	D	16.06.97	106	25	Opel	Corsa
42.	D	16.06.97	143	25	Peugeot	406
43.	D	16.06.97	174	25	VW	Passat
44.	D	16.06.97	208	25	Audi	A6
45.	D	16.06.97	228	25	Saab	95
46.	D	23.06.97	4	26	Mercedes	CLK
47.	D	23.06.97	54	26	Opel	Sintra
48.	D	23.06.97	71	26	Honda	CR-V
49.	D	23.06.97	100	26	Opel	Keine
50.	D	23.06.97	134	26	Lancia	Lancia k
51.	D	23.06.97	172	26	Renault	Spider
52.	D	30.06.97	8	27	Saab	95
53.	D	30.06.97	42	27	Honda	CR-V
54.	D	30.06.97	50	27	Mercedes	CLK
55.	D	30.06.97	64	27	VW	Passat
56.	D	07.07.97	10	28	Honda	CR-V
57.	D	14.07.97	28	29	Lancia	K SW
58.	D	14.07.97	86	29	Opel	Zaira
59.	D	14.07.97	146	29	VW	Passat
60.	D	21.07.97	103	30	Mercedes	C-Klasse
61.	D	22.09.97	21	39	Suzuki	Vitara
62.	D	22.09.97	44	39	Rover	Range Rover
63.	D	22.09.97	61	39	Jaguar	XJ V8
64.	D	22.09.97	66	39	Opel	Corsa
65.	D	22.09.97	70	39	Citroën	Xsara
66.	D	22.09.97	80	39	Renault	Megane
67.	D	22.09.97	90	39	Saab	95
68.	D	22.09.97	133	39	Mitsubishi	Pajero
69.	D	22.09.97	192	39	Rover	200
70.	D	22.09.97	220	39	Audi	A8 V6 TD
71.	D	22.09.97	232	39	VW	Polo
72.	D	29.09.97	2	40	Sangyong	Korando
73.	D	29.09.97	21	40	Mitsubishi	Pajero
74.	D	29.09.97	68	40	Rover	600
75.	D	29.09.97	92	40	Opel	Tigra
76.	D	29.09.97	106	40	Porsche	911
77.	D	29.09.97	140	40	Peugeot	406
78.	D	29.09.97	148	40	ma	626
79.	D	29.09.97	195	40	Jaguar	XJ V8
80.	D	29.09.97	244	40	VW	Polo

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81.	D	22.12.97	4	52	Opel	Omega
82.	D	22.12.97	19	52	Daihatsu	Applause
83.	D	22.12.97	42	52	Toyota	LS400
84.	D	22.12.97	64	52	Saab	95
85.	D	22.12.97	102	52	Audi	A8
86.	D	22.12.97	143	52	Ford	Garant
87.	D	22.12.97	163	52	VW	Golf
88.	D	22.12.97	184	52	Audi	A6
89.	D	29.12.97	51	1	Toyota	Avensis
90.	D	29.12.97	78	1	Renault	Espace
91.	D	29.12.97	180	1	Mitsubishi	Pajero
92.	D	05.01.98	4	2	Mitsubishi	Garant
93.	D	05.01.98	52	2	VW	Golf
94.	D	05.01.98	74	2	Opel	Vectra
95.	D	12.01.98	10	3	Toyota	GS300
96.	D	12.01.98	46	3	Renault	Espace
97.	D	12.01.98	68	3	BMW	5er
98.	D	12.01.98	85	3	Alfa Romeo	156
99.	D	12.01.98	110	3	Audi	Quattro
100.	D	19.01.98	212	4	Saab	95
101.	D	23.03.98	44	13	Audi	A6 avant
102.	D	23.03.98	61	13	Chrysler	Voyager
103.	D	23.03.98	85	13	Fiat	Marea
104.	D	23.03.98	136	13	Mercedes	M-Klasse
105.	D	23.03.98	149	13	Peugeot	406
106.	D	23.03.98	175	13	Toyota	Mehrere
107.	D	30.03.98	2	14	Mitsubishi	Carisma
108.	D	30.03.98	70	14	Saab	93
109.	D	30.03.98	86	14	Mercedes	M-Klasse
110.	D	30.03.98	134	14	Opel	Astra
111.	D	30.03.98	172	14	Audi	A6 Avant
112.	D	30.03.98	227	14	Suzuki	Vitara
113.	D	06.04.98	4	15	Mercedes	M-Klasse
114.	D	06.04.98	40	15	Suzuki	Garanto
115.	D	06.04.98	58	15	Chrysler	Jeep
116.	D	06.04.98	66	15	Peugeot	406
117.	D	06.04.98	90	15	Jaguar	XK8
118.	D	06.04.98	98	15	Rover	200
119.	D	06.04.98	151	15	Opel	Astra
120.	D	06.04.98	172	15	Toyota	LS400
121.	D	22.06.98	45	26	BMW	3er

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122.	D	22.06.98	68	26	Opel	Vectra
123.	D	22.06.98	152	26	Saab	93
124.	D	29.06.98	30	27	Mercedes	CKL Cabrio
125.	D	29.06.98	50	27	BMW	Keine
126.	D	29.06.98	76	27	Opel	Mehrer
127.	D	06.07.98	4	28	Mercedes	CDI
128.	D	06.07.98	21	28	Fiat	Bravo
129.	D	06.07.98	39	28	Ford	Cougar
130.	D	06.07.98	66	28	Opel	Vectra
131.	D	06.07.98	102	28	VW	Golf
132.	D	06.07.98	125	28	BMW	3er
133.	D	06.07.98	176	28	Renault	Scénic
134.	D	13.07.98	49	29	Opel	Astra
135.	D	13.07.98	129	29	Citroën	Xantia
136.	D	20.07.98	4	30	VW	Sharan
137.	D	20.07.98	43	30	BMW	7er
138.	D	20.07.98	51	30	Ford	Mondeo
139.	D	20.07.98	90	30	Opel	Astra
140.	D	20.07.98	180	30	VW	Golf
141.	D	21.09.98	53	39	Audi	A8
142.	D	21.09.98	78	39	Opel	Corsa
143.	D	21.09.98	100	39	Opel	Vectra
144.	D	21.09.98	108	39	Fiat	Seicento
145.	D	21.09.98	114	39	ma	626
146.	D	21.09.98	138	39	Lancia	K SW
147.	D	21.09.98	140	39	Citroën	XM
148.	D	21.09.98	158	39	Chrysler	Voyager
149.	D	21.09.98	174	39	Alfa Romeo	156
150.	D	21.09.98	188	39	Porsche	911 Carrera
151.	D	28.09.98	16	40	Mitsubishi	Carisma
152.	D	28.09.98	40	40	Peugeot	206
153.	D	28.09.98	52	40	Audi	A8
154.	D	28.09.98	92	40	Ford	Mondeo
155.	D	28.09.98	125	40	VW	Passat
156.	D	28.09.98	176	40	Opel	Omega
157.	D	05.10.98	37	41	Volvo	S80
158.	D	05.10.98	51	41	Jaguar	XJ V8
159.	D	05.10.98	71	41	Opel	Astra
160.	D	05.10.98	88	41	Mitsubishi	Garant
161.	F	18.12.96	165	2372	Audi	A4
162.	F	02.01.97	132	2374	Volvo	S40,V40

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163.	F	09.01.97	9	2375	Saab	900
164.	F	09.01.97	31	2375	Volvo	S40,V40
165.	F	16.01.97	26	2376	Renault	Espace
166.	F	23.01.97	6	2377	Toyota	Picnic
167.	F	23.01.97	34	2377	Peugeot	806
168.	F	30.01.97	104	2378	Nissan	Primera
169.	F	06.02.97	6	2379	Audi	S8
170.	F	06.02.97	14	2379	VW	Polo
171.	F	06.02.97	22	2379	Ford	Mondeo
172.	F	06.02.97	124	2379	Toyota	Picnic
173.	F	13.02.97	11	2380	Opel	Vectra
174.	F	13.02.97	14	2380	Volvo	S40,V40
175.	F	20.02.97	8	2385	Volvo	S70,V70
176.	F	20.02.97	28	2385	VW	Passat
177.	F	20.02.97	64	2385	Honda	NSX
178.	F	20.02.97	69	2385	Peugeot	106
179.	F	27.02.97	10	2386	VW	Passat
180.	F	27.02.97	56	2386	Renault	Safrane
181.	F	20.03.97	8	2385	Volvo	S70,V70
182.	F	03.04.97	2	2387	VW	Sharan
183.	F	03.04.97	8	2387	BMW	Série 5
184.	F	03.04.97	35	2387	Peugeot	106
185.	F	03.04.97	64	2387	Renault	Safran
186.	F	03.04.97	76	2387	Volvo	S70,V70
187.	F	10.04.97	6	2388	VW	Passat
188.	F	10.04.97	16	2388	BMW	Série 5
189.	F	10.04.97	22	2388	Saab	900
190.	F	17.04.97	10	2389	Audi	A4 Avant
191.	F	17.04.97	15	2389	Porsche	Boxster
192.	F	17.04.97	18	2389	Peugeot	306
193.	F	17.04.97	50	2389	Volvo	S40,V40
194.	F	17.04.97	68	2389	Alfa Romeo	145
195.	F	24.04.97	6	2390	Opel	Vectra
196.	F	22.05.97	47	2394	Skoda	Octavia
197.	F	22.05.97	55	2394	Peugeot	Mehrere
198.	F	22.05.97	81	2394	Chrysler	Voyager
199.	F	29.05.97	15	2395	Peugeot	806
200.	F	29.05.97	39	2395	VW	Golf
201.	F	05.06.97	26	2396	Volvo	V40,V70
202.	F	05.06.97	35	2396	Toyota	Starlet
203.	F	05.06.97	54	2396	VW	Passat

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204.	F	05.06.97	42	2396	Seat	arhmbra
205.	F	12.06.97	35	2397	Toyota	Starlet
206.	F	12.06.97	56	2397	Peugeot	306
207.	F	19.06.97	11	2398	VW	Sharan
208.	F	19.06.97	29	2398	Saab	900
209.	F	19.06.97	33	2398	Lancia	K Coupé
210.	F	19.06.97	61	2398	Volvo	V40,V70
211.	F	26.06.97	14	2399	Audi	A6
212.	F	19.06.97	29	2398	Saab	900
213.	F	26.06.97	53	2399	Peugeot	306
214.	F	03.07.97	8	2400	Jeep	Cherokee
215.	F	03.07.97	21	2400	Renault	Megane
216.	F	10.07.97	15	2401	Renault	Megane
217.	F	31.07.97	2	2404	Renault	Clio
218.	F	21.08.97	6	2407	Renault	Clio
219.	F	21.08.97	96	2407	Nissan	Terrano
220.	F	28.08.97	54	2408	Volvo	Mehrere
221.	F	11.09.97	6	2410	Lancia	Mehrere
222.	F	11.09.97	53	2410	Volvo	S40,V70
223.	F	18.09.97	12	2411	Toyota	Corolla
224.	F	18.09.97	27	2411	Renault	Mehrere
225.	F	25.09.97	53	2412	Saab	95
226.	F	25.09.97	76	2412	Lancia	K Coupé
227.	F	02.10.97	8	2413	Volvo	S40, T40
228.	F	02.10.97	43	2413	BMW	Série 5
229.	F	02.10.97	200	2413	Jaguar	XJ V8
230.	F	09.10.97	2	2414	Jeep	Cherokee
231.	F	09.10.97	73	2414	Toyota	Land Cruiser
232.	F	09.10.97	112	2414	Volvo	S40,V40
233.	F	16.10.97	24	2415	Ford	Ka
234.	F	16.10.97	31	2415	Toyota	Corolla
235.	F	16.10.97	35	2415	BMW	Série 5
236.	F	16.10.97	109	2415	Seat	Arhambra
237.	F	23.10.97	71	2416	BMW	Série 3
238.	F	30.10.97	120	2417	Mercedes	Smart
239.	F	06.11.97	14	2418	Citroën	Xsara
240.	F	06.11.97	41	2418	Chrysler	Voyager
241.	F	18.12.97	6	2424	Audi	A6 V6 TD
242.	F	18.12.97	16	2424	BMW	Série 7
243.	F	18.12.97	56	2424	Renault	Scénic
244.	F	18.12.97	72	2424	Peugeot	806

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245.	F	15.01.98	15	2428	Renault	Mehrere
246.	F	22.01.98	14	2429	Peugeot	306
247.	F	22.01.98	35	2429	VW	Golf
248.	F	29.01.98	2	2430	Toyota	Avensis
249.	F	29.01.98	8	2430	Ford	Mondeo
250.	F	29.01.98	83	2430	Renault	Espace
251.	F	05.02.98	19	2431	Toyota	GS300
252.	F	12.02.98	6	2432	Audi	A4
253.	F	12.02.98	12	2432	Peugeot	406
254.	F	12.02.98	63	2432	Toyota	Picnic
255.	F	19.02.98	2	2433	VW	Passat
256.	F	19.02.98	18	2433	Toyota	Corolla
257.	F	19.02.98	25	2433	Peugeot	806
258.	F	19.02.98	69	2433	Toyota	RAV 4
259.	F	19.02.98	74	2433	Alfa Romeo	156
260.	F	26.02.98	8	2434	Peugeot	406
261.	F	19.03.98	8	2437	Chrysler	Voyager
262.	F	19.03.98	44	2437	Renault	Clio
263.	F	26.03.98	12	2438	Saab	93
264.	F	26.03.98	27	2438	VW	Polo
265.	F	26.03.98	39	2438	Fiat	Marea
266.	F	02.04.98	6	2439	BMW	Série 5
267.	F	02.04.98	22	2439	Audi	A4
268.	F	02.04.98	49	2439	Seat	Arhambra
269.	F	02.04.98	54	2439	Renault	Clio
270.	F	16.04.98	10	2441	Audi	A4
271.	F	16.04.98	15	2441	Rover	600
272.	F	16.04.98	28	2441	Fiat	Marea
273.	F	16.04.98	39	2441	Toyota	Corolla
274.	F	16.04.98	47	2441	Peugeot	306
275.	F	16.04.98	60	2441	Volvo	V40,S40
276.	F	16.04.98	89	2441	ce	Transit
277.	F	23.04.98	16	2442	Audi	A4 V6
278.	F	23.04.98	35	2442	Peugeot	306
279.	F	23.04.98	47	2442	Toyota	Avensis
280.	F	30.04.98	2	2443	Rover	400
281.	F	04.06.98	6	2448	Mercedes	SLK/CLK
282.	F	04.06.98	21	2448	Rover	600
283.	F	04.06.98	42	2448	Ford	Ka
284.	F	11.06.98	2	2449	Audi	A3
285.	F	11.06.98	41	2449	Volvo	V40,S40

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286.	F	18.06.98	42	2450	Renault	Espace
287.	F	25.06.98	2	2451	Opel	Vectra
288.	F	25.06.98	12	2451	Saab	93
289.	F	02.07.98	2	2452	Mercedes	SL
290.	F	02.07.98	49	2452	Chrysler	Keins
291.	F	09.07.98	2	2453	Nissan	Terrano
292.	F	16.07.98	4	2454	Jeep	Cherokee
293.	F	16.07.98	10	2454	Nissan	Terrano
294.	F	16.07.98	30	2454	Renault	Megane
295.	F	23.07.98	100	2455	Nissan	Terrano
296.	F	30.07.98	7	2456	Peugeot	Mehrere
297.	F	13.08.98	7	2458	Volvo	Mehrere
298.	F	13.08.98	17	2458	Peugeot	Mehrere
299.	F	20.08.98	88	2459	Peugeot	306
300.	F	27.08.98	26	2460	Audi	A4
301.	F	17.09.98	87	2463	Audi	A4
302.	F	17.09.98	22	2463	BMW	Série 3
303.	F	17.09.98	55	2463	Volvo	Mehrere
304.	F	24.09.98	6	2464	BMW	Série 3
305.	F	24.09.98	12	2464	VW	Passat
306.	F	24.09.98	20	2464	Alfa Romeo	Alfa 146
307.	F	24.09.98	28	2464	Lancia	Lancia Y
308.	F	01.10.98	22	2465	Rover	Freeland
309.	F	01.10.98	83	2465	Citroën	Xsara
310.	F	01.10.98	88	2465	Ford	Focus
311.	F	08.10.98	14	2466	BMW	Série 3
312.	F	08.10.98	58	2466	Alfa Romeo	gtv
313.	F	08.10.98	82	2466	VW	Golf
314.	F	15.10.98	6	2467	VW	Passat
315.	F	15.10.98	12	2467	Mercedes	Smart
316.	F	15.10.98	28	2467	Rover	Freeland
317.	F	15.10.98	55	2467	Toyota	RAV 4
318.	F	15.10.98	78	2467	Chrysler	300M
319.	F	22.10.98	2	2468	BMW	M5
320.	F	22.10.98	16	2468	Peugeot	206

Liste der im Französischen zu vermeidenden Begriffe

Ausschnitt aus: *Commission Ministérielle de Terminologie des Transports/Comité des constructeurs français d'automobiles, Des mots et des autos. Glossaire de termes automobiles, réalisé avec le concours de la Délégation Générale à la langue Française, Juli 1995*

N'ÉCRIVEZ PAS...	ÉCRIVEZ POUTOT:::
airbag	sac (ou coussin) gonflable
anti-skid	système antipatinage
aquaplaning	aquaplanage
autocenter	centre-auto
camping car	autocaravane
canister	absorbeur, absorbeur de vapeur d'essence
challenge	challenge
commuter	navetteur
compact disc	disque compact
container	conteneur
crash recoder	enregistreur d'accident
crash test	essai de choc
discount	ristourne, discompte
eurobag	eurosac
flat-twin	bicylindre à plat
gas oil	gazole
know-how	savoir-faire
leasing	location avec option d'achat, crédit bail
listing	listage
mailing	publipostage
minivan	monospace
operator	exploitant
parc and ride	parc relais
planning	plannigramme
pole position	position de tête, position de pointe
scoop	exclusivité, primeur
shuttle	navette
spoiler	défecteur
sponsor	mécène, parraineur, commanditaire
sponsoriser	parrainer, patroner, commanditer
supporter	supporteur
tester	essayeur

Die 42 Werbeappeals nach Pollay¹

<i>Appeal</i>	<i>Beschreibung</i>
<i>Effective</i>	<i>Feasible, workable, useful, pragmatic, appropriate, functional, consistent, efficient, helpful, comfortable (clothes), tasty (food), strength, longevity of effect</i>
<i>Durable</i>	<i>Long-lasting, permanent, stable, enduring, strong, powerful, hearty, tough</i>
<i>Convenient</i>	<i>Handy, time-saving, quick, easy, suitable, accessible, versatile</i>
<i>Ornamental</i>	<i>Beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled</i>
<i>Cheap</i>	<i>Economical, inexpensive, bargain, cut-rate, penny-pinching, discounted, at cost, undervalued, a good value</i>
<i>Dear</i>	<i>Expensive, rich, valuable, highly regarded, costly, extravagant, exorbitant, luxurious, priceless</i>
<i>Distinctive</i>	<i>Rare, unique, unusual, scarce, infrequent, exclusive, tasteful, elegant, subtle, esoteric, hand-crafted</i>
<i>Popular</i>	<i>Commonplace, customary, well-known, conventional, regular, usual, ordinary, normal, standard, typical, universal, general, everyday</i>
<i>Traditional</i>	<i>Classic, historical, antique, legendary, time-honored, long-standing, venerable, nostalgic</i>
<i>Modern</i>	<i>Contemporary, modern, new, improved, progressive, advanced introducing, announcing...</i>
<i>Natural</i>	<i>References to the elements, animals, vegetables, minerals, farming, unadulterated, purity (of product), organic, grown, nutritious</i>
<i>Technological</i>	<i>Engineered, fabricated, formulated, manufactured, constructed, processed, resulting from science, invention, discovery, research, containing secret ingredients</i>
<i>Wisdom</i>	<i>Knowledge, education, awareness, intelligence, curiosity, satisfaction, comprehension, sagacity, expertise, judgement, experience</i>
<i>Magic</i>	<i>Miracles, magic, mysticism, mystery, witchcraft, wizardry, superstitions, occult sciences, mythic characters, to mesmerize, astonish, bewitch, fill with wonder</i>
<i>Productivity</i>	<i>References to achievement, accomplishment, ambition, success, careers, self-development, being skilled, accomplished, proficient, pulling your weight, contributing, doing your share</i>
<i>Relaxation</i>	<i>Rest, retire, retreat, loaf, contentment, be at ease, be laid-back, vacations, holiday, to observe</i>
<i>Enjoyment</i>	<i>To have fun, laugh, be happy, celebrate, to enjoy games, parties, feasts and festivities, to participate</i>

¹ Pollay, Richard W., Measuring the Cultural Values Manifest in Advertising, in: Leigh, James H./Martin, Claude R., Jr., (Hrsg.), Current Issues and Research in Advertising, University of Michigan 1983, S. 72-92
 aus: Albers-Miller, Nancy D./Belg, Betsy D., Business Advertising Appeals as a Mirror of Cultural Dimensions: A Study of Eleven Countries, in: Journal of Advertising, Vol. 25, 4/1996, S. 59ff

<i>Maturity</i>	<i>Being adult, grown-up, middle-aged, senior, elderly, having associated insight, wisdom, mellowness, adjustment, references to aging, death, retirement, or age-related disabilities or compensations</i>
<i>Youth</i>	<i>Being young or rejuvenated, children, kids, immature, underdeveloped, junior, adolescent</i>
<i>Safety</i>	<i>Security (from external threat), carefulness, caution, stability, absence of hazards, potential injury, or other risks, guarantees, warranties, manufacturers' reassurance</i>
<i>Tamed</i>	<i>Docile, civilized, restrained, obedient, compliant, faithful, reliable, responsible, domesticated, sacrificing, self-denying</i>
<i>Morality</i>	<i>Humane, just, fair, honest, ethical, reputable, principled, religious, devoted, spiritual</i>
<i>Modesty</i>	<i>Being modest, naive, demure, innocent, inhibited, bashful, reserved, timid, coy, virtuous, pure, shy, virginal</i>
<i>Humility</i>	<i>Unaffected, unassuming, unobtrusive, patient, fate-accepting, resigned, meek, plain-folk, down-to-earth</i>
<i>Plain</i>	<i>Unaffected, natural, prosaic, homespun, simple, artless, unpretentious</i>
<i>Frail</i>	<i>Delicate, frail, dainty, sensitive, tender, susceptible, vulnerable, soft, genteel</i>
<i>Adventure</i>	<i>Boldness, daring, bravery, courage, seeking adventure, thrills, or excitement</i>
<i>Untamed</i>	<i>Primitive, untamed, fierce, coarse, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage</i>
<i>Freedom</i>	<i>Spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate</i>
<i>Casual</i>	<i>Unkempt, desheveled, messy, disordered, untidy, rugged, rumpled, sloppy, casual, irregular, noncompulsive, imperfect</i>
<i>Vain</i>	<i>Having a socially desirable appearance, being beautiful, pretty, handsome, being fashionable, well-groomed, tailored, graceful, glamorous</i>
<i>Sexuality</i>	<i>Erotic relations: holding hands, kissing, embracing between lovers, dating, romance, intense sensuality, feeling sexual, erotic behavior, lust, earthiness, indecency, attractiveness of clearly sexual nature</i>
<i>Independence</i>	<i>Self-sufficiency, self-reliance, autonomy, unattached, to do-it-yourself, to do your own thing, original, unconventional, singular, nonconformist</i>
<i>Security</i>	<i>Confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind</i>
<i>Status</i>	<i>Envy, social status or competitiveness, conceit, boasting, prestige, power, dominance, exhibitionism, pride in ownership, wealth (including the sudden wealth of prizes), trend-setting, to seek compliments</i>
<i>Affiliation</i>	<i>To be accepted, likes by peers, colleagues, and community at large, to associate or gather with, to be social, to join, unite, or otherwise bond in friendship, fellowship, companionship, cooperation, reciprocity, to conform to social customs, have manners, social graces and decorum, tact and finesse</i>
<i>Nurturance</i>	<i>To give gifts, especially sympathy, help love, charity, support, comfort, protection, nursing, consolation, or otherwise care for the weak, disabled, inexperienced, tired, young, elderly, etc.</i>

<i>Succorance</i>	<i>To receive expressions of love (all expressions except sexuality), gratitude, pats on the back, to feel deserving</i>
<i>Family</i>	<i>Nurturance within the family, having a home, being at home, family privacy, companionship of siblings, kinship, getting married</i>
<i>Community</i>	<i>Related to community, state, national publics, public spiritedness, group unity, national identity, society, patriotism, civic and community organizations or other than social organization</i>
<i>Healthy</i>	<i>Fitness, vim, vigor, vitality, strength, heartiness, to be active, athletic robust, peppy, free from disease, illness, infection, or addiction</i>
<i>Neat</i>	<i>Orderly, neat, precise, tidy, clean, spotless, unsoiled, sweet-smelling, bright, free from dirt, refuse, pests, vermin, strains and smells, sanitary</i>