NEGOTIATIONS: Selling your product

If you want to sell a product, it is important to present it as positively as possible. The list below contains words which are commonly used in advertising to present products. Can you use them to complete the sentences below, changing the verb forms where necessary?

1. The frame of this bicycle is titanium-enforced, making it virtually _______________.
2. We are proud to present the _________________ new edition of our estate car - here it is!
3. This product has been __________________ by generations of satisfied customers.
4. It might not look all that exciting, but it's certainly the most _________________ product in its price range, it will simply never fail you!
5. We are proud to offer the best _________________ in the whole area.
6. This notebook uses the most _________________ processor technology available to date.
7. This is a _________________ computer - you won't find anything better on the market at present.
8. We believe that our product is _________________ to all its competitors at present.
9. As well as air-conditioning, this model _________________ super-speed heating.
10. This is the _________________. You'll not find it anywhere else yet, we are the first to produce it, straight from the Milan Fashion Show.
11. This is an _________________ version of its brand counterpart, but I can assure you it's just as good, if not better!
12. The step-by-step guide makes this product the most _______________ you'll have ever had!
13. We believe our prices to be _________________ - if you find the same product cheaper anywhere else, we'll refund the difference!
14. This product is _________________ - you'll not find anything else like it on the market!
15. The latest technology at _______________ prices - that's our philosophy!
16. This dye is the most _________________ on the market - it will simply never wash out!
SOLUTION

1. The frame of this bicycle is titanium-enforced, making it virtually unbreakable.
2. We are proud to present the much-vaunted new edition of our estate car - here it is!
3. This product has been tried and tested by generations of satisfied customers.
4. It might not look all that exciting, but it’s certainly the most dependable product in its price range, it will simply never fail you!
5. We are proud to offer the best value for money in the whole area.
6. This notebook uses the most advanced processor technology available to date.
7. This is a top of the range computer - you won't find anything better on the market at present.
8. We believe that our product is superior to all its competitors at present.
9. As well as air-conditioning, this model boasts super-speed heating.
10. This is the latest design. You'll not find it anywhere else yet, we are the first to produce it, straight from the Milan Fashion Show.
11. This is an inexpensive version of its brand counterpart, but I can assure you it's just as good, if not better!
12. The step-by step guide makes this product the most easy-to-use you'll have ever had!
13. We believe our prices to be unbeatable - if you find the same product cheaper anywhere else, we'll refund the difference!
14. This product is unique - you'll not find anything else like it on the market!
15. The latest technology at rock-bottom prices - that's our philosophy!
16. This dye is the most long-lasting on the market - it will simply never wash out!