

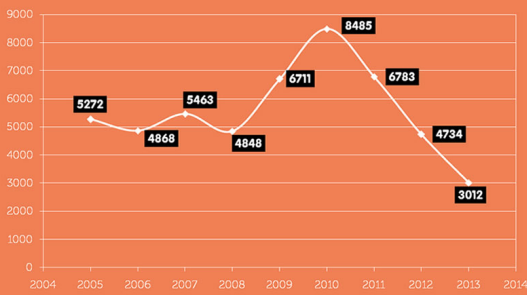
# **Sinking Flagships – Everything in an Infographic**

# Flagships Sans Rudder

## Premium Segment

Sharp Decline post 2010 peak

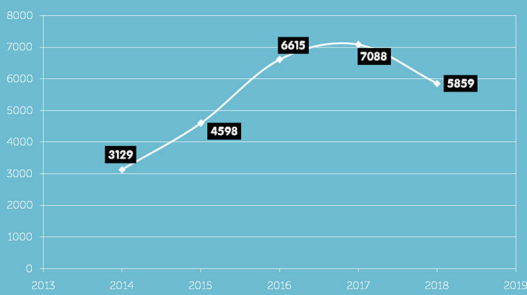
Source : EMMAAA



## Forecast

A CAGR of 14.23% only because of a disastrous 2013

Source : EMMAAA

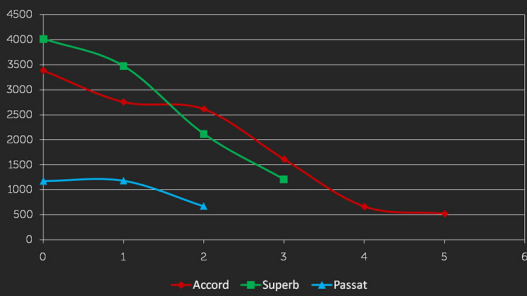


For questions regarding the forecast, please mail at [quickfire@emmaaa.com](mailto:quickfire@emmaaa.com)

## Lifecycle Issues

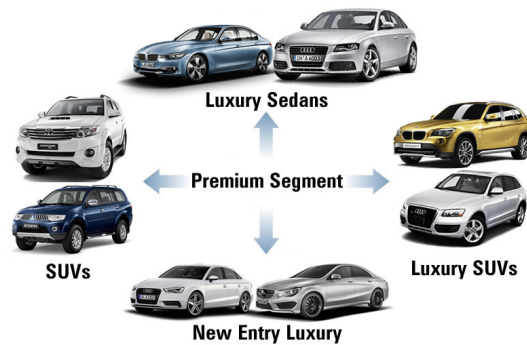
Most models vertically crash in 3rd or 4th year of lifecycle

Source : EMMAAA



## Where is the Customer going ?

Source : EMMAAA



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