

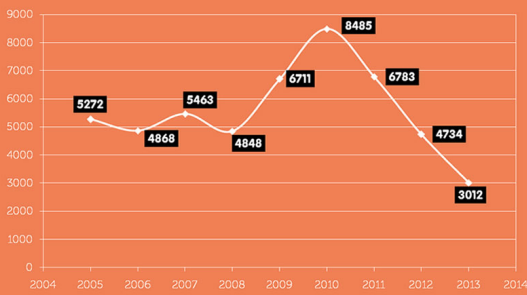
Sinking Flagships – Everything in an Infographic

Flagships Sans Rudder

Premium Segment

Sharp Decline post 2010 peak

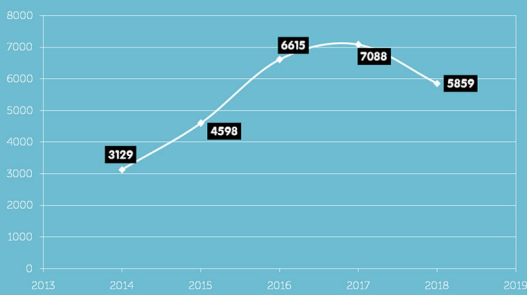
Source : EMMAAA



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

Lifecycle Issues

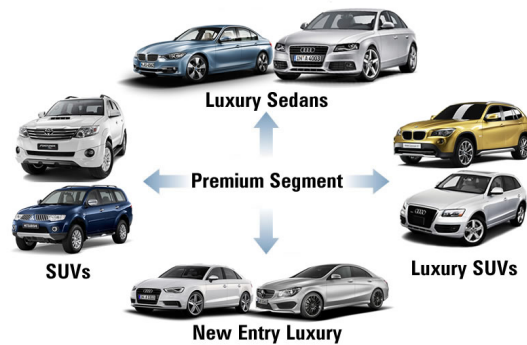
Most models vertically crash in 3rd or 4th year of lifecycle

Source : EMMAAA



Where is the Customer going ?

Source : EMMAAA



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