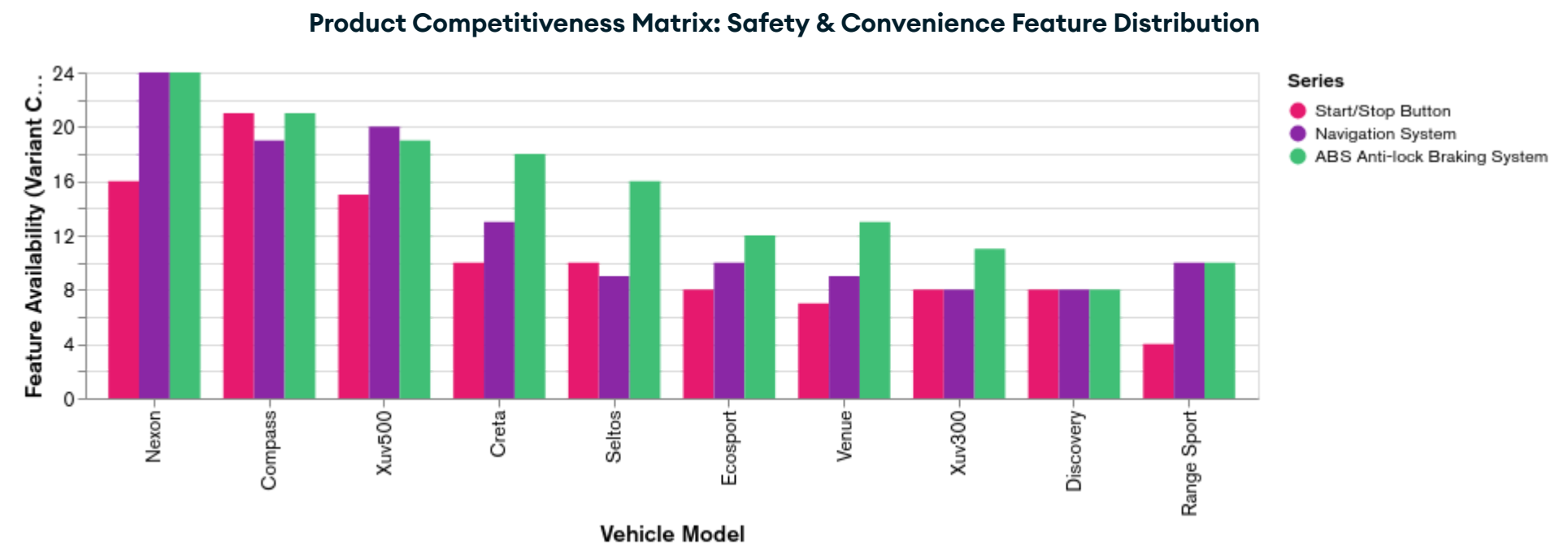
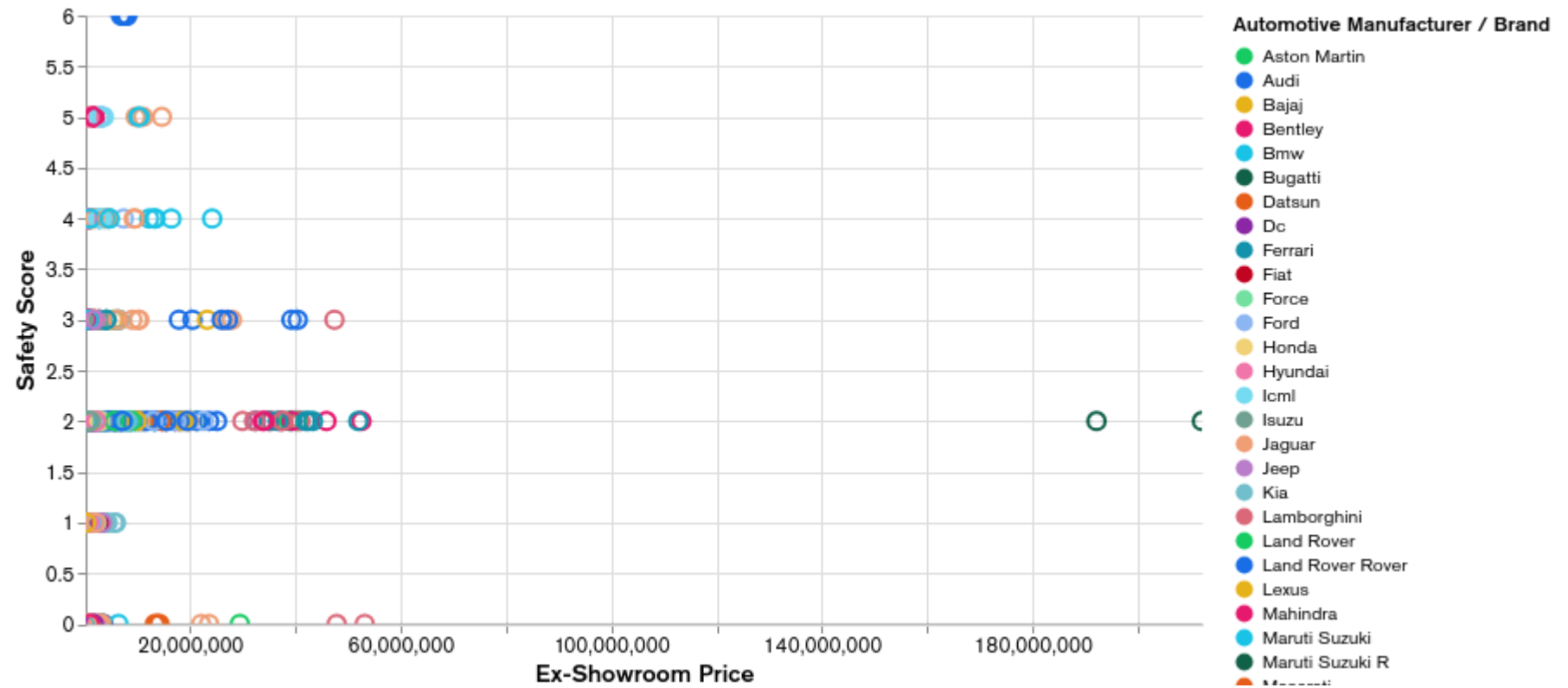


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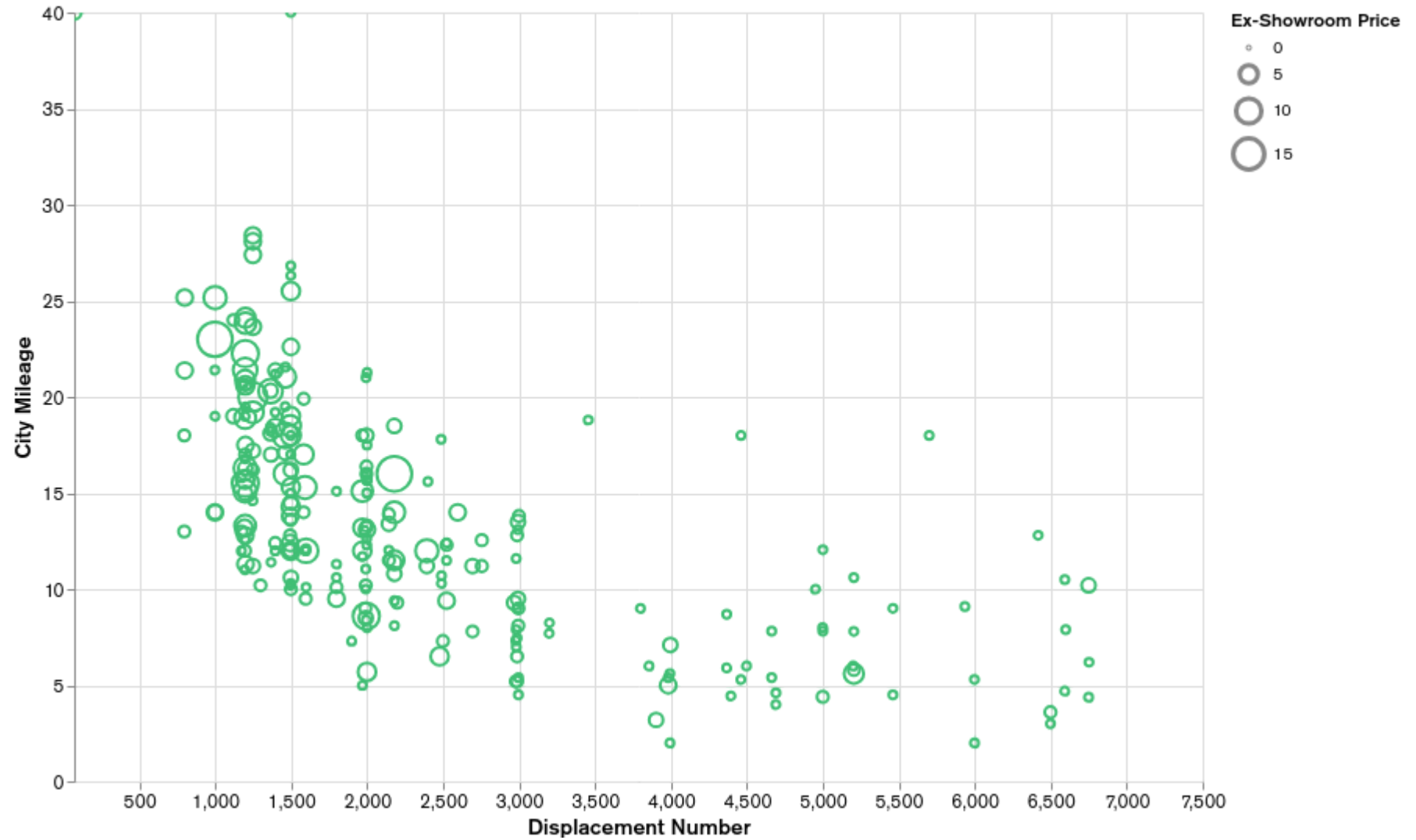


The Cost of Safety: Price vs. Safety Rating Correlation

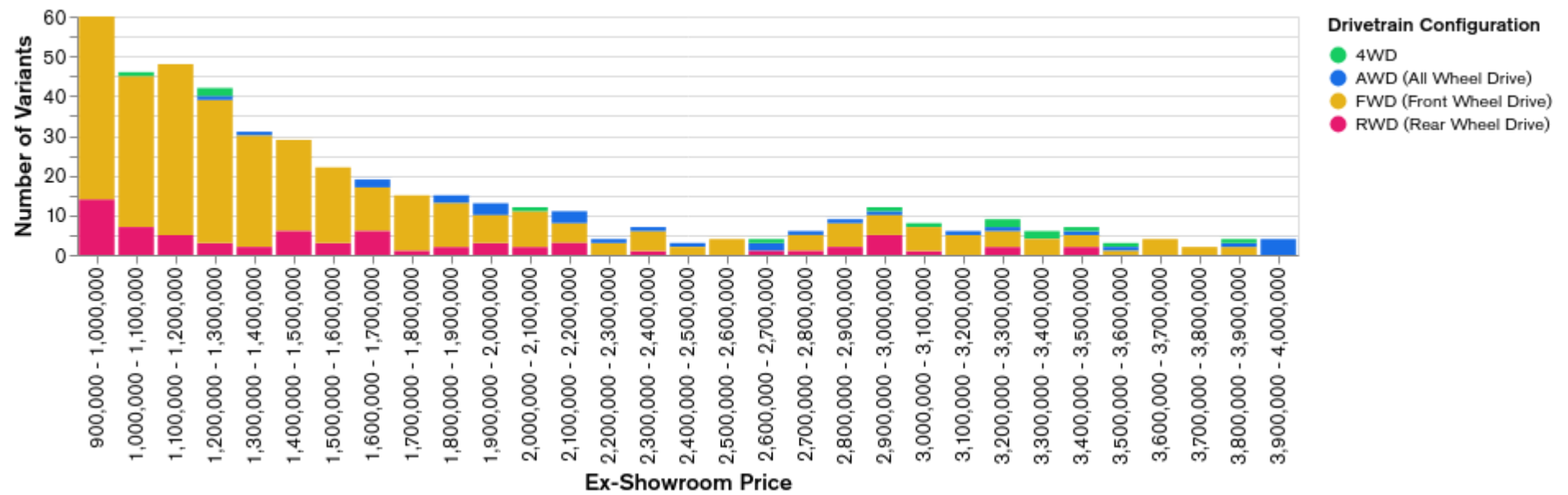


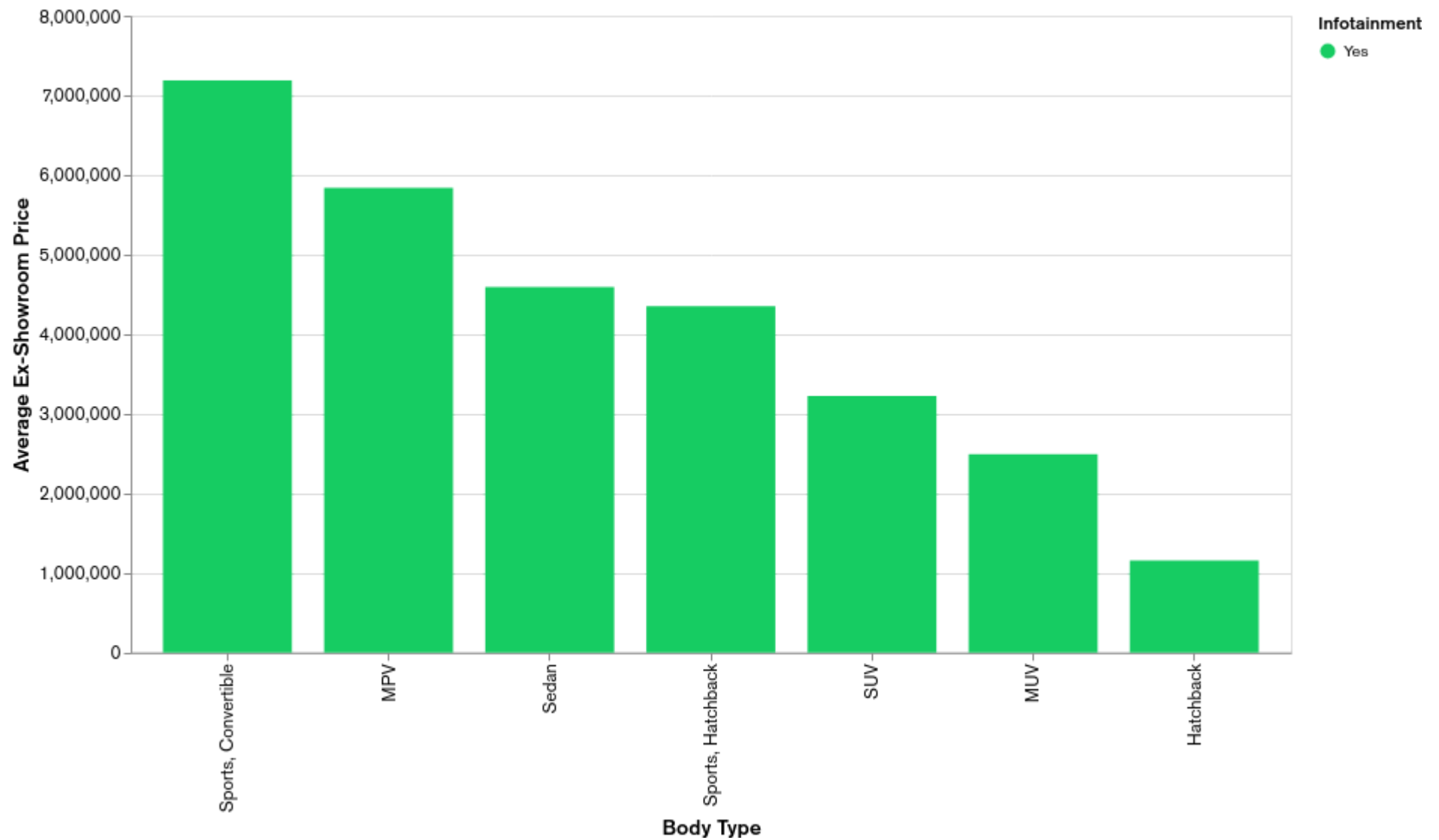
Efficiency vs. Premium Performance Matrix

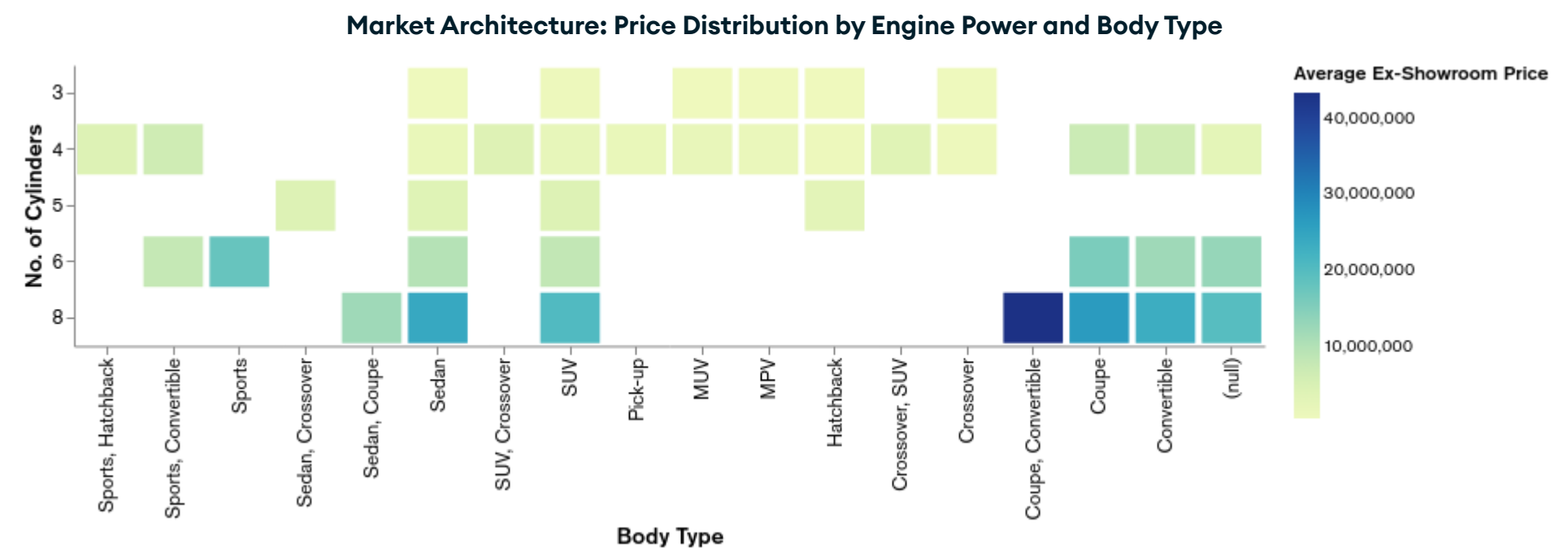
'Commuter' and 'Performance' Segmentation



Technological Adoption: Drivetrain Distribution by Price Segment



Price Segmentation by Vehicle Class for Smart Infotainment



Strategic Positioning Matrix: The Efficiency vs. Performance Trade-off