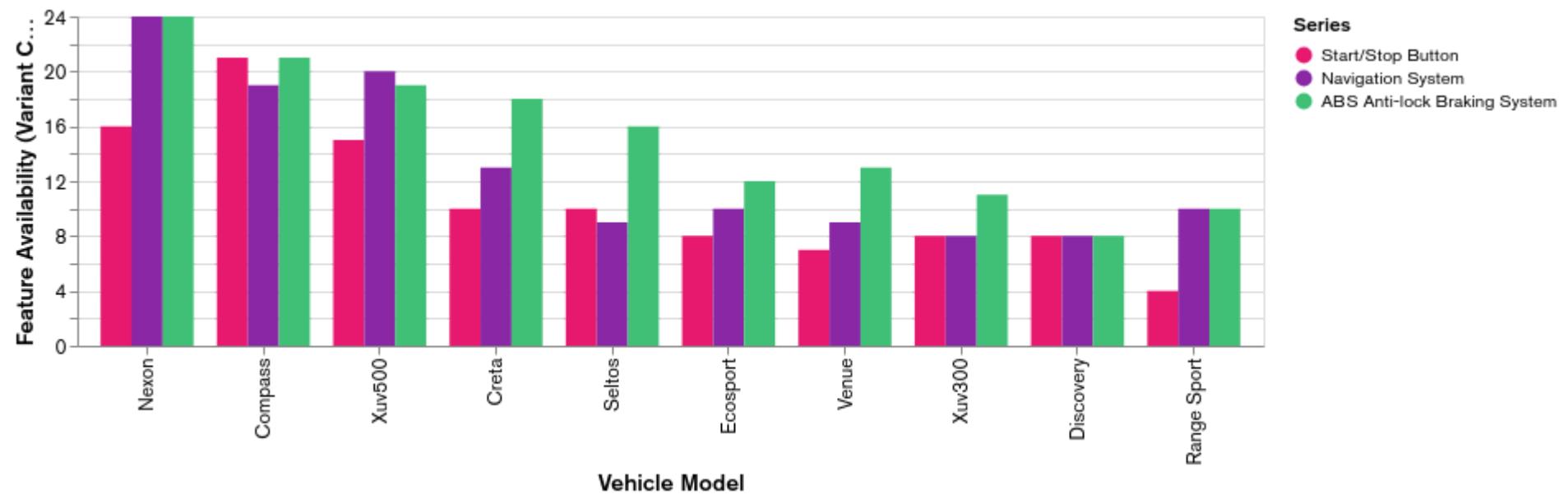
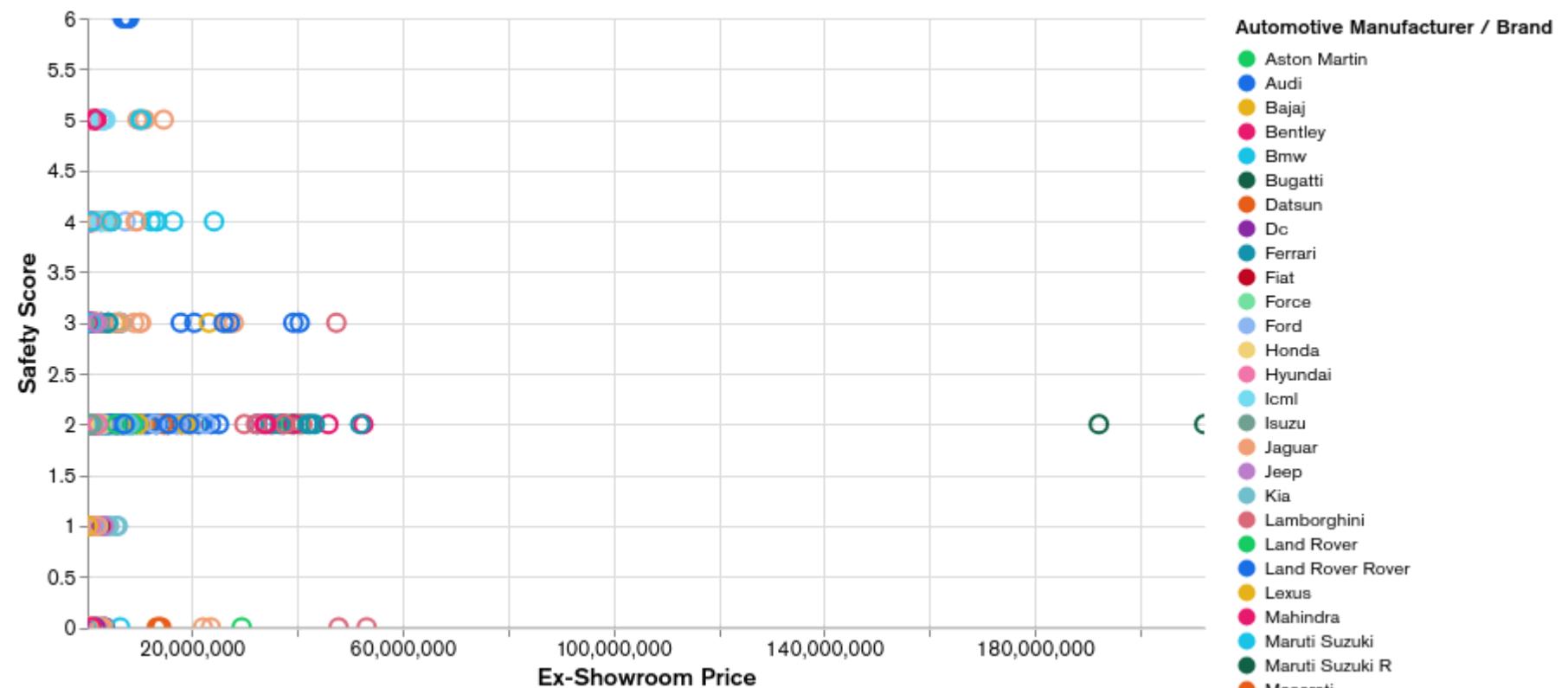


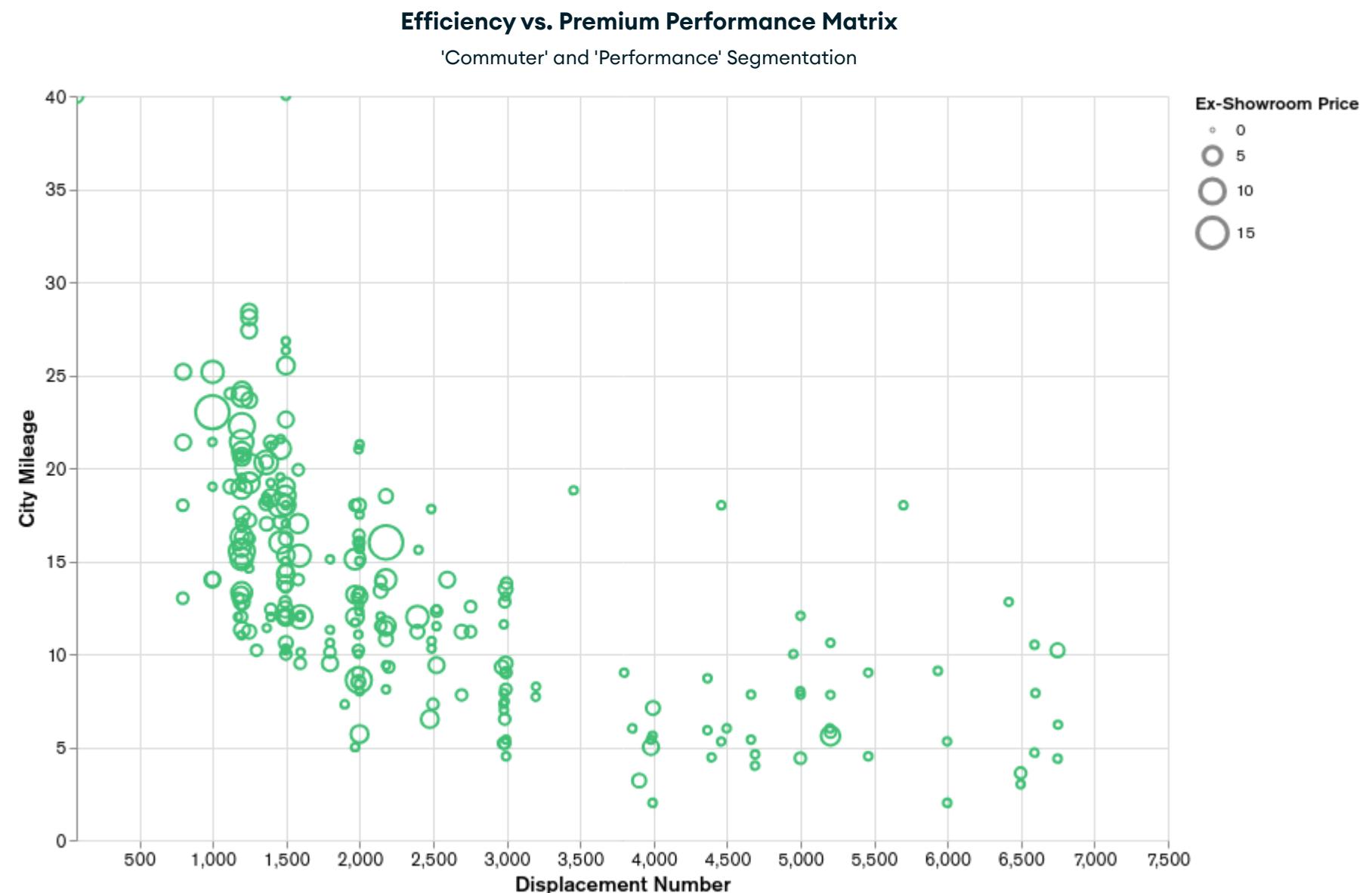
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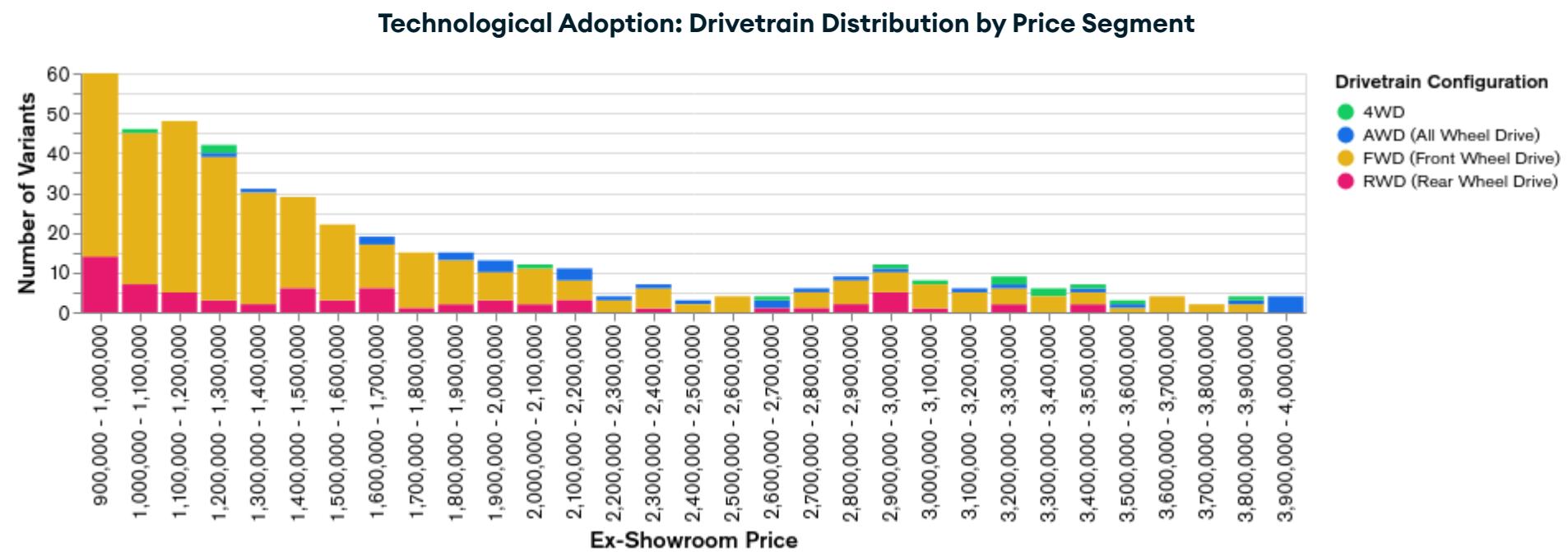
Product Competitiveness Matrix: Safety & Convenience Feature Distribution

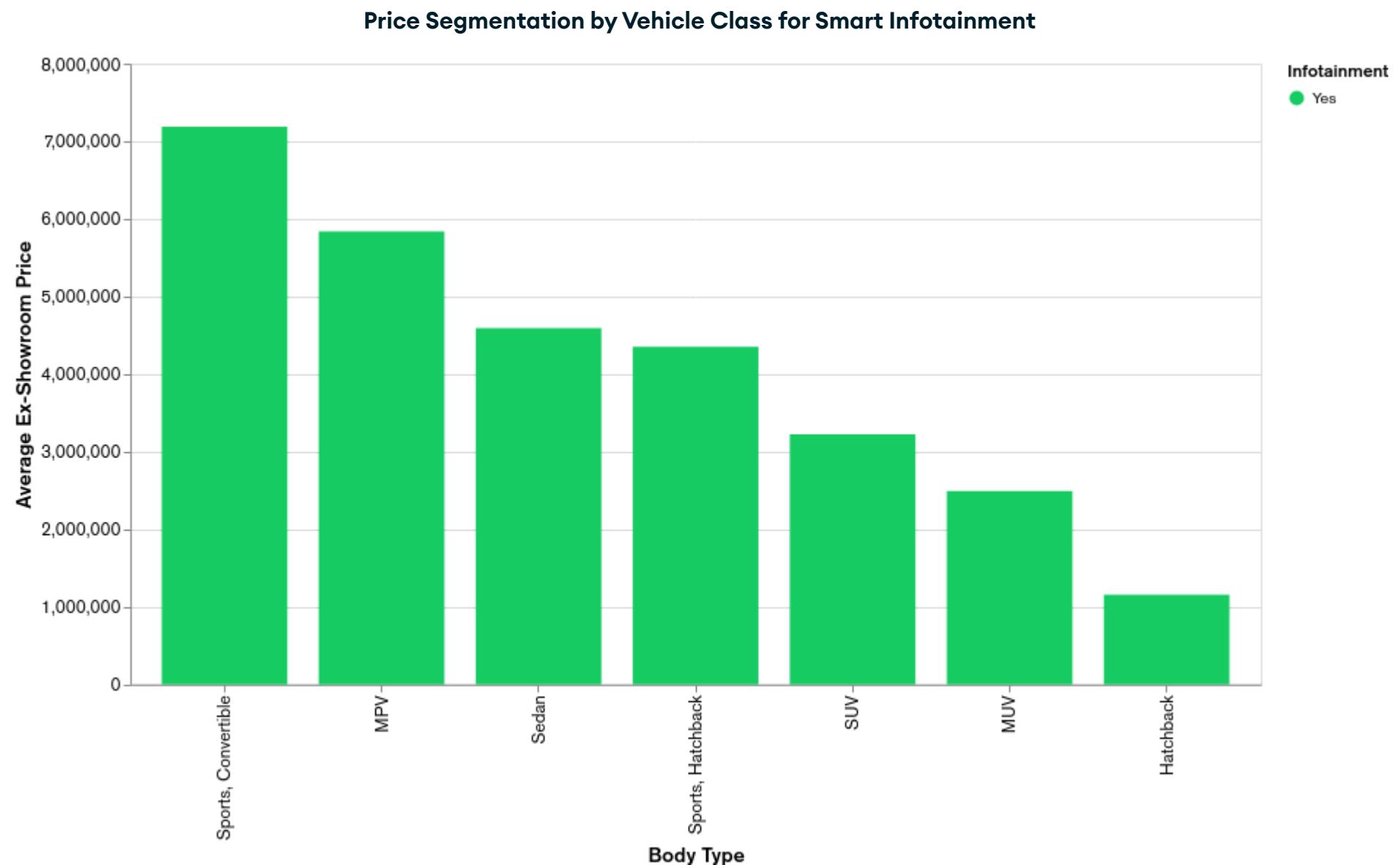


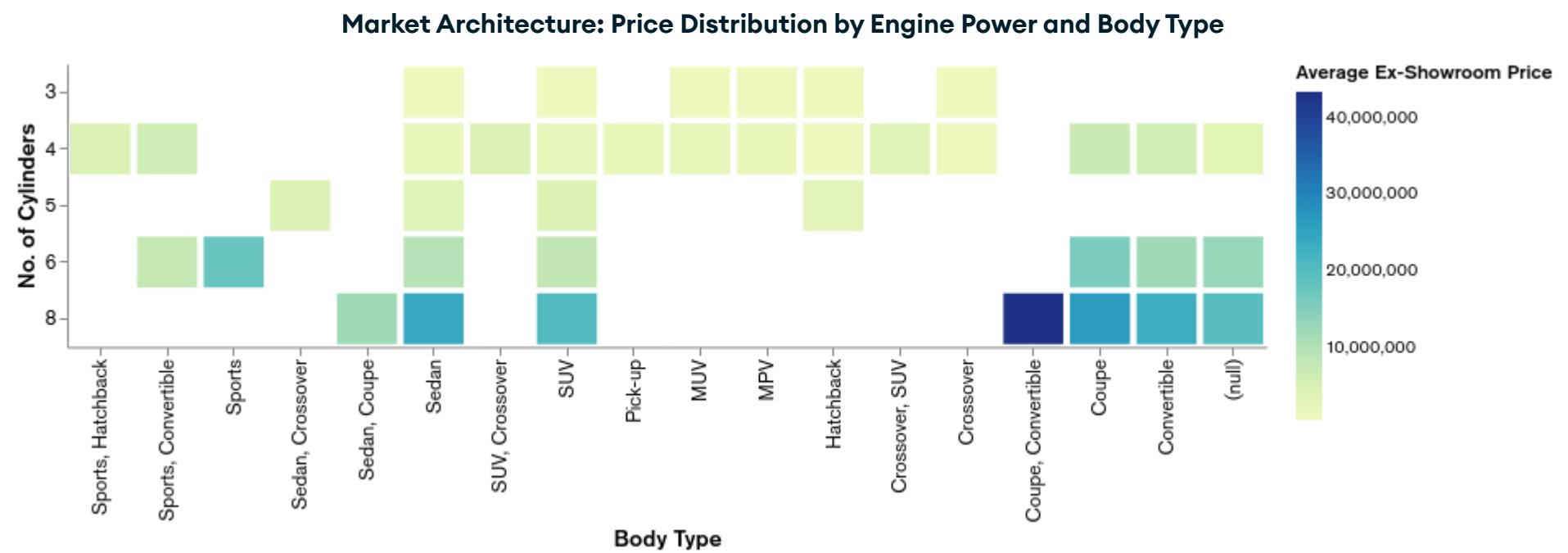
The Cost of Safety: Price vs. Safety Rating Correlation











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

