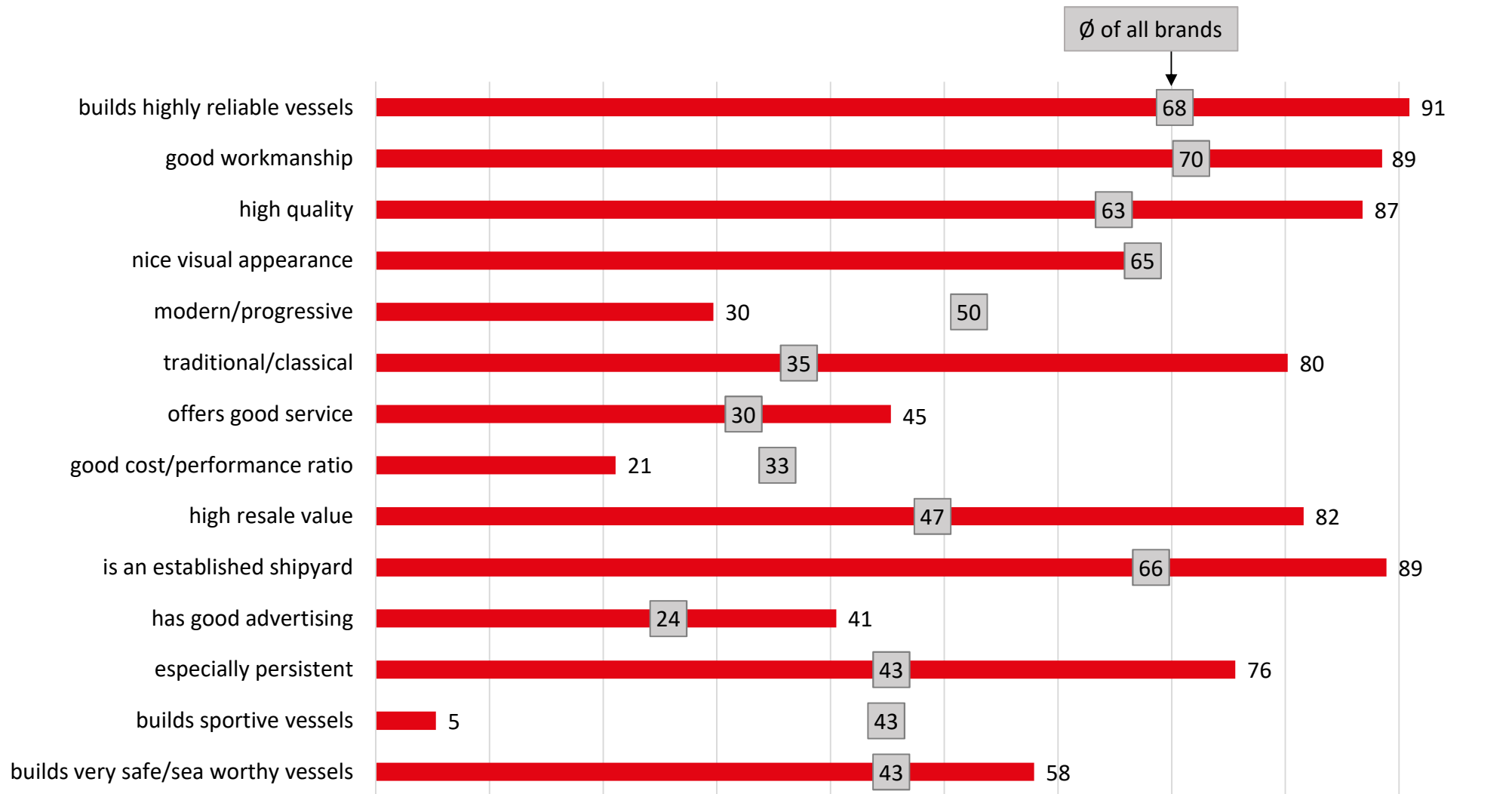


BRAND EQUITY: LINSSEN

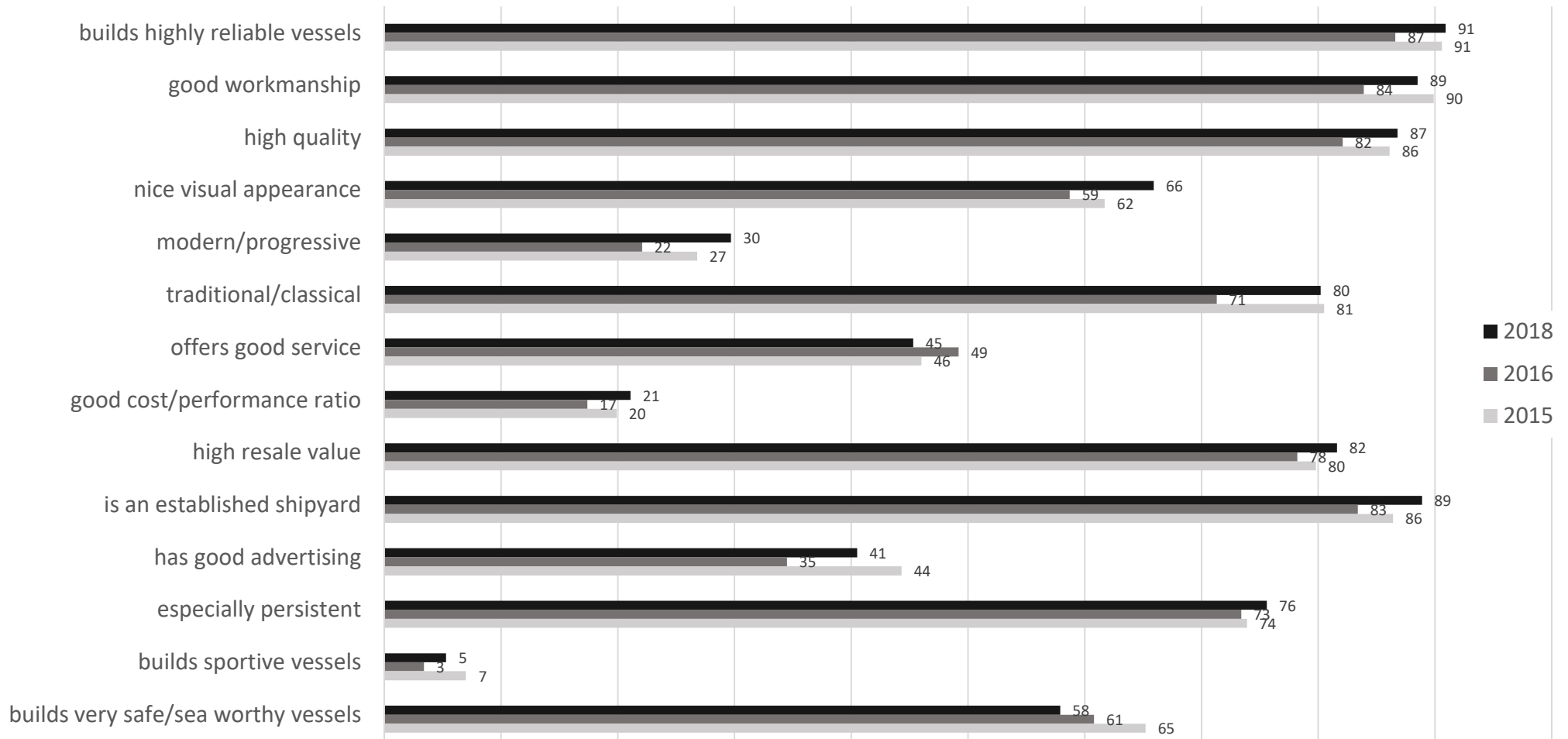
basis: survey members that judge the brand = 100%



Legend: 87% of the survey members, that judge the brand, agree to the statement „high quality“.
On an average of all brands, 63% agree to the statement „high quality“.

BRAND EQUITY: LINSSEN

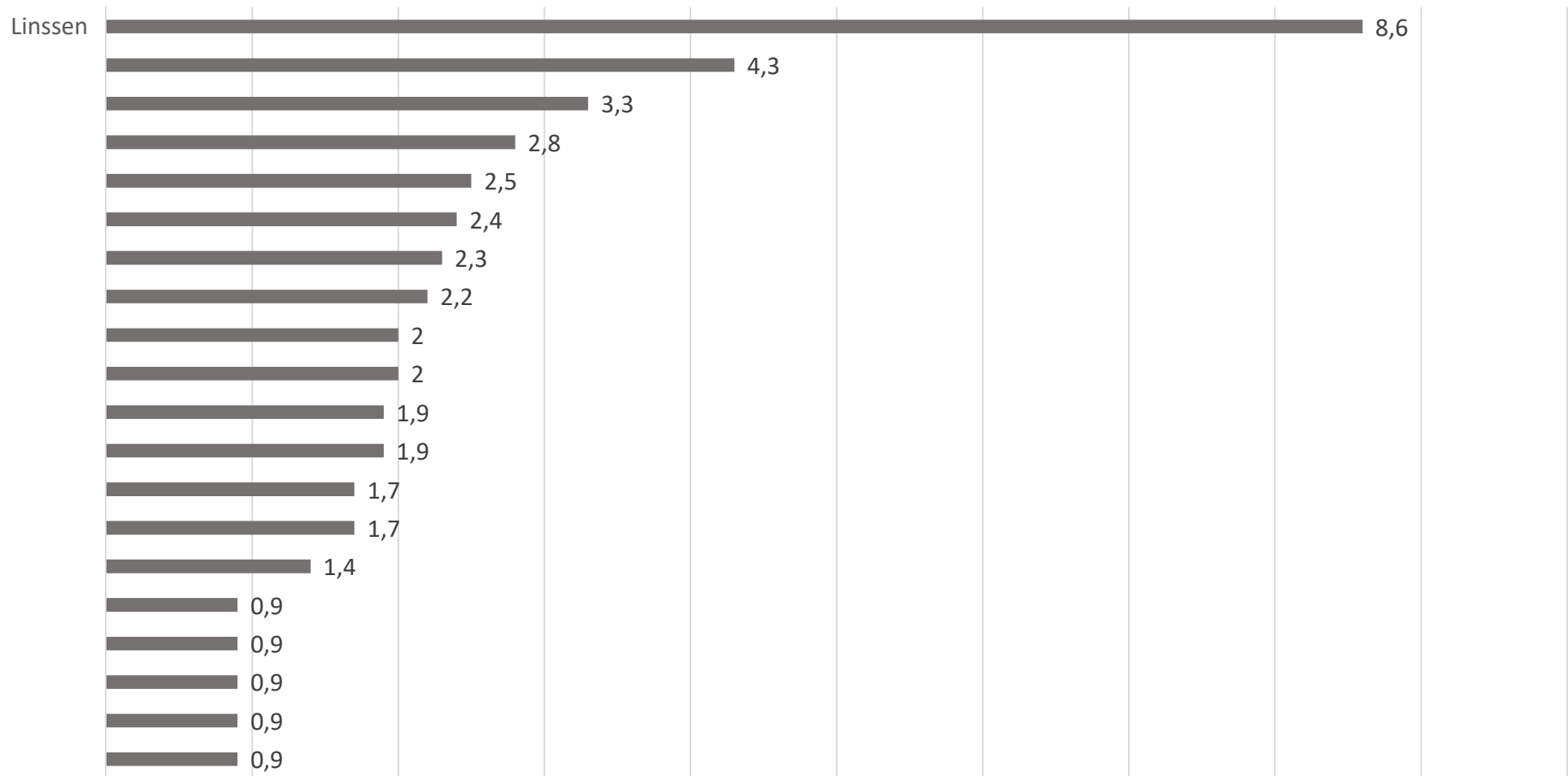
basis: survey members that judge the brand = 100%



Legend: 87% of the survey members, that judge the brand in 2018, agree to the statement „high quality“.

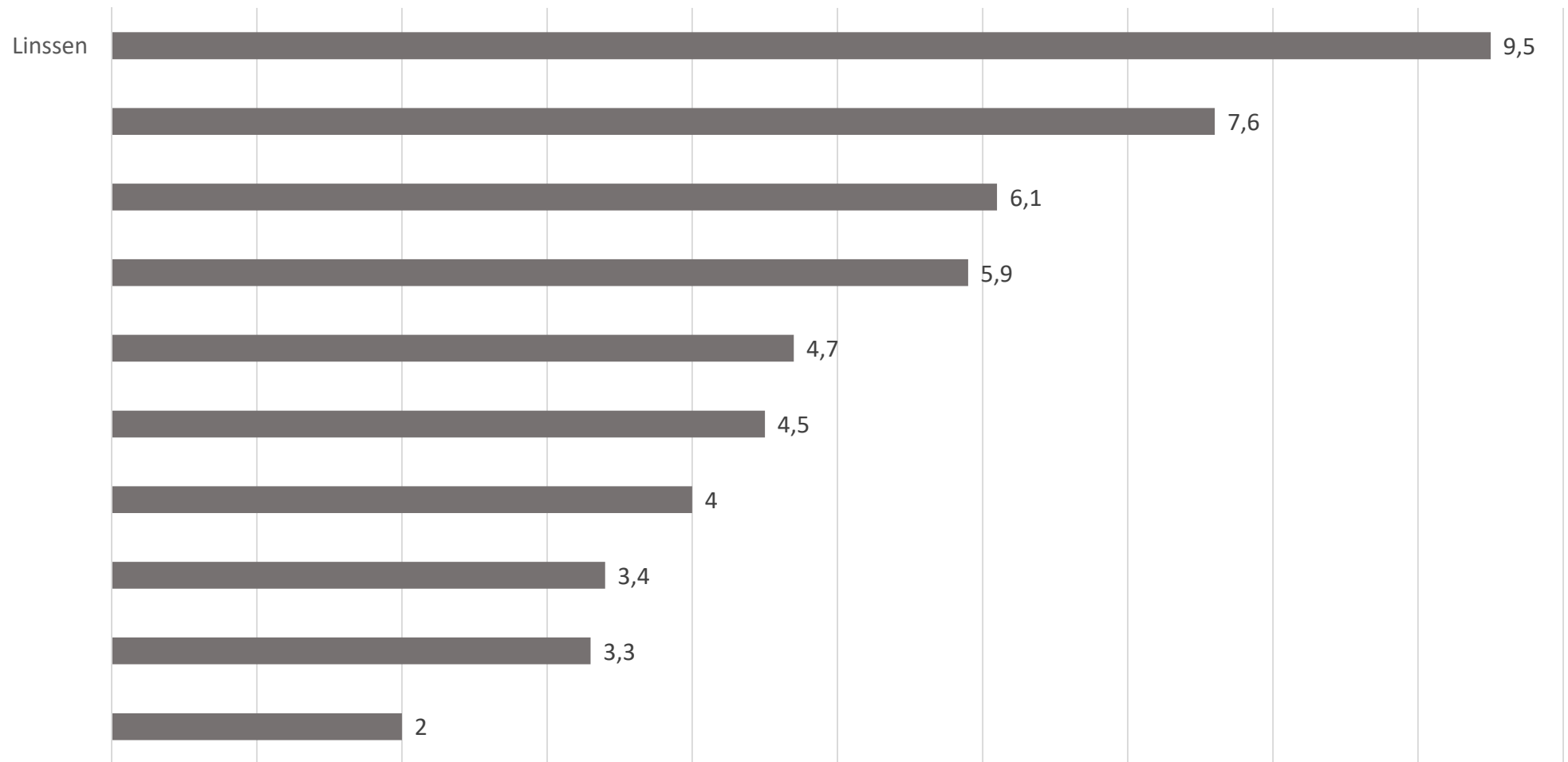
DREAM MOTORBOAT: TOP 20

„Which is your personal dream motorboat?“



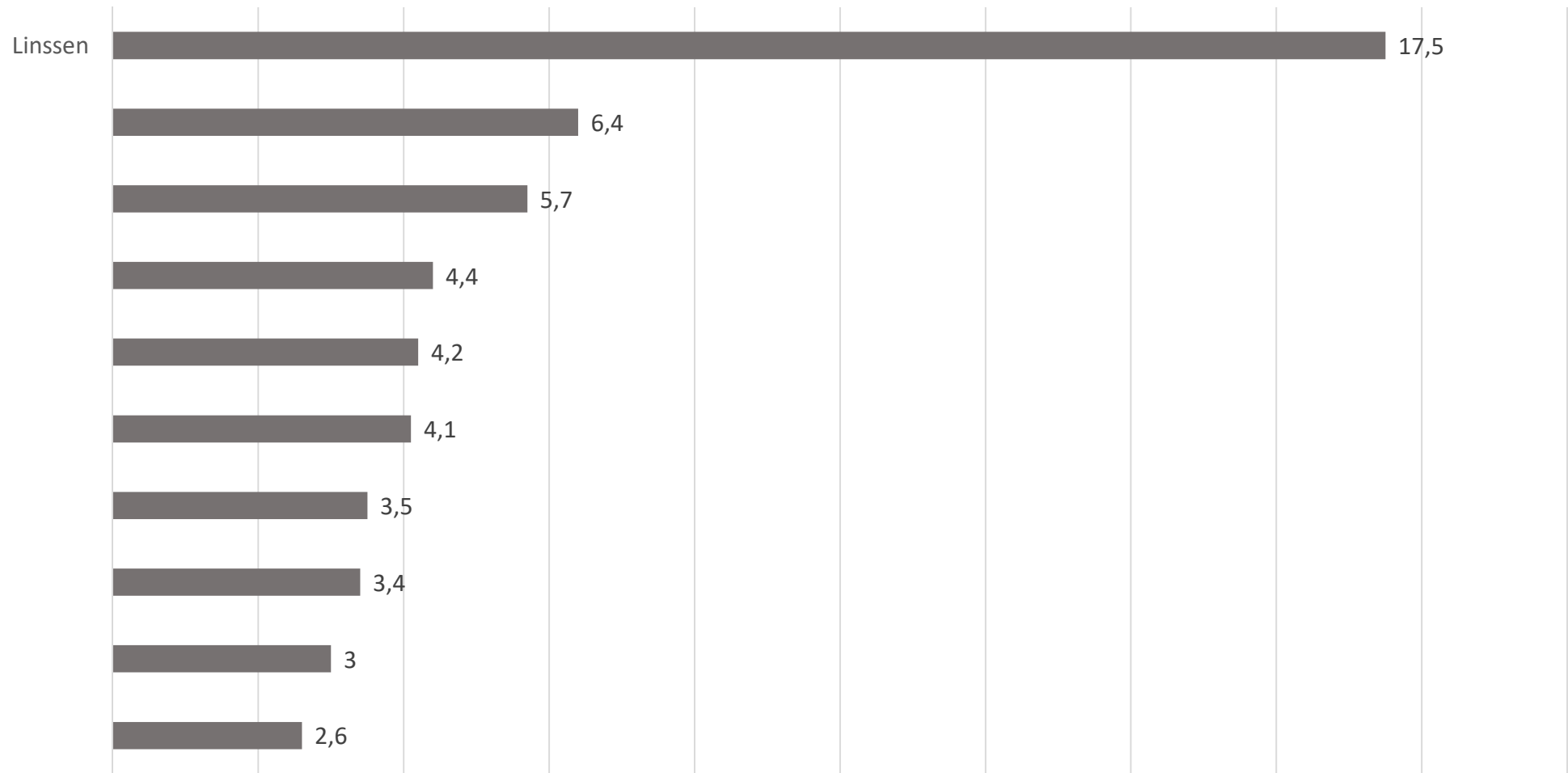
DREAM MOTORBOAT: TOP 10 MORE THAN 7 TO 10 METER

„Which is your personal dream motorboat?“



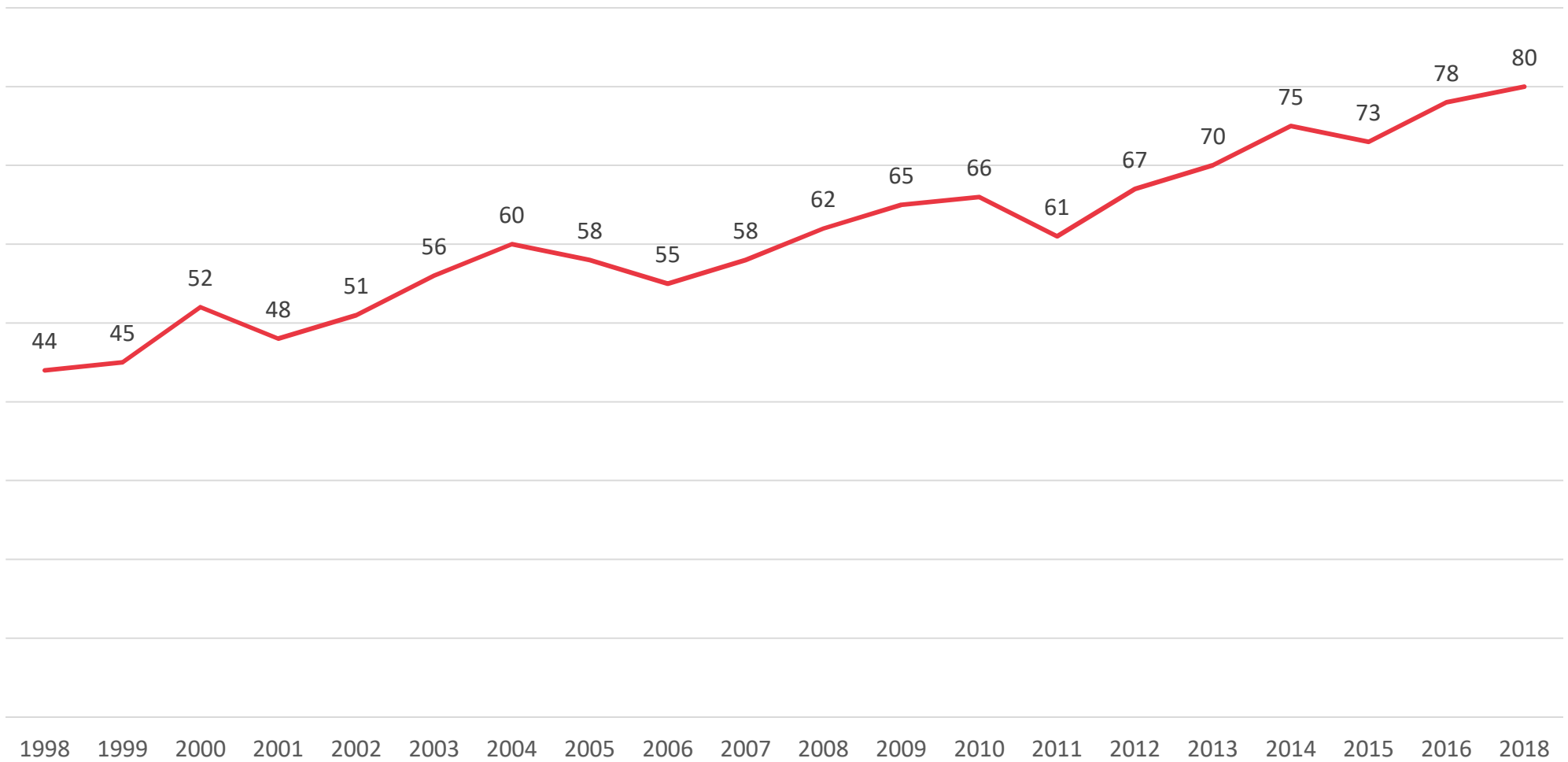
DREAM MOTORBOAT: TOP 10 MORE THAN 10 TO 15 METER

„Which is your personal dream motorboat?“



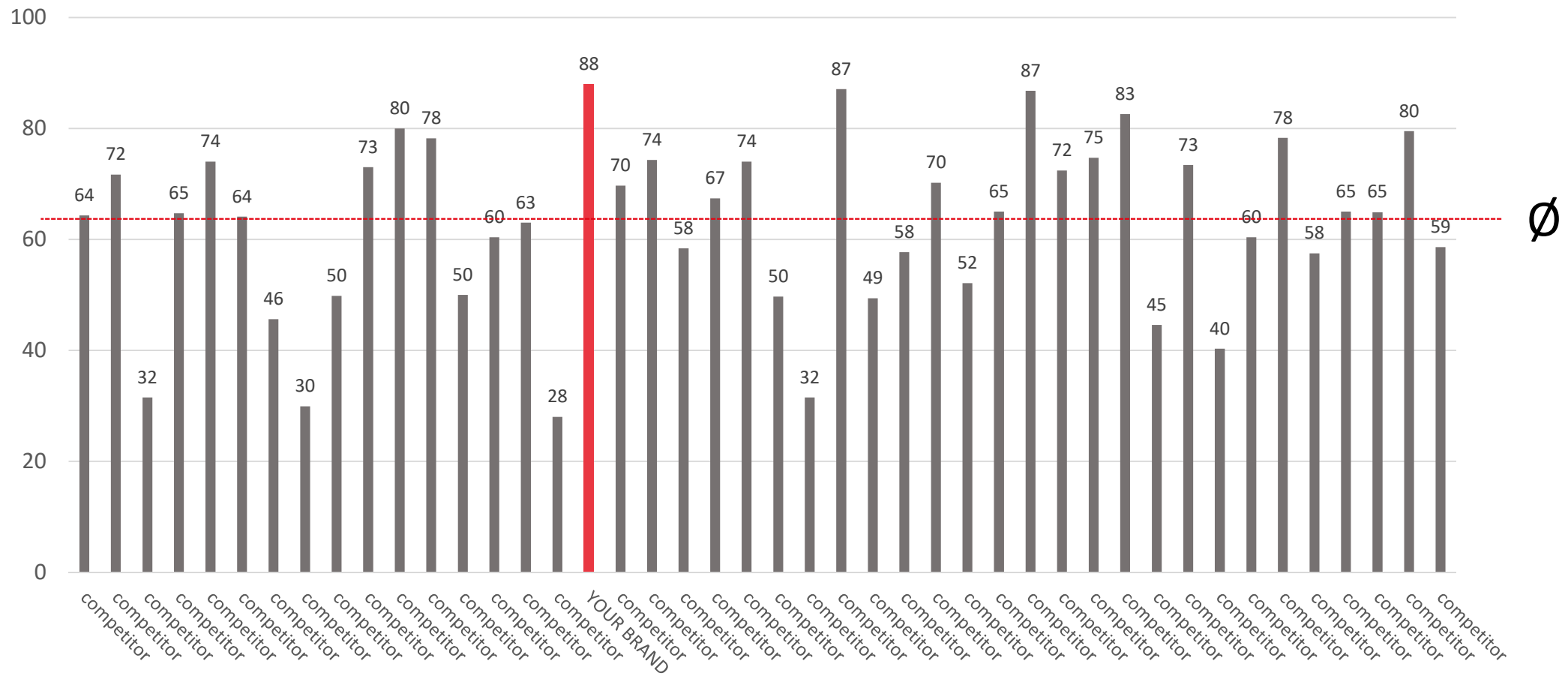
BRAND EQUITY: THE DEVELOPMENT OF YOUR BRAND

„HIGH QUALITY“



BRAND EQUITY OVERVIEW

„HIGH QUALITY“



BRAND POSITIONING

price vs. quality

price

