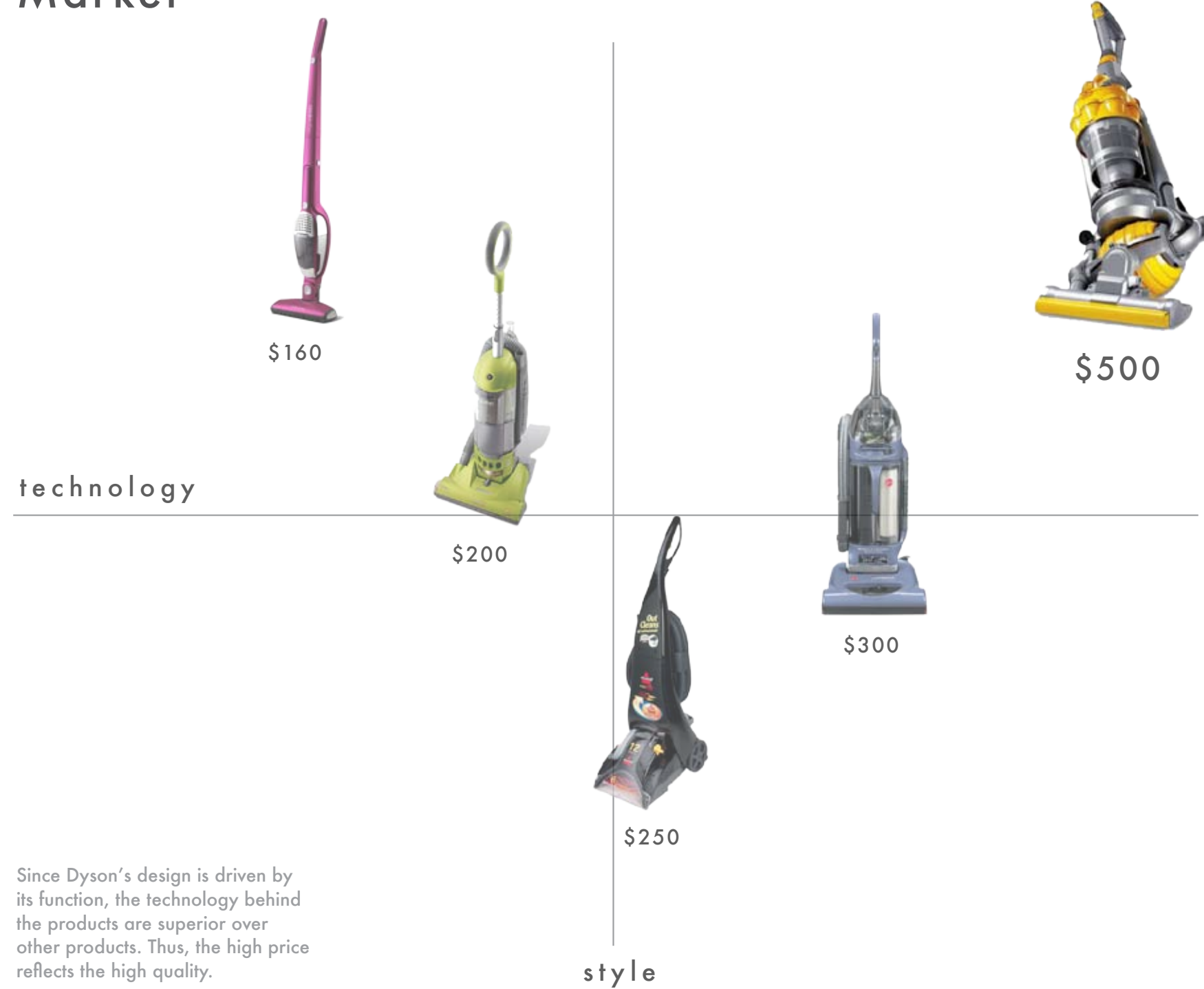
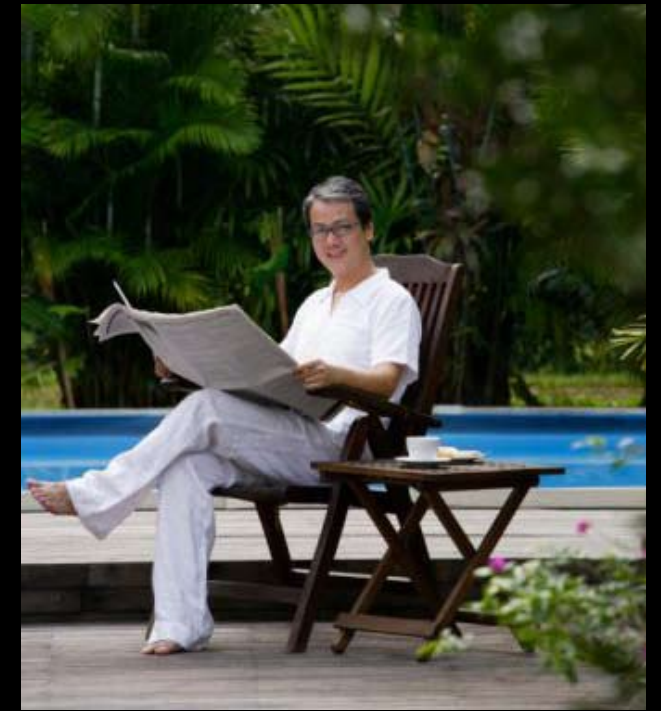


Market



Since Dyson's design is driven by its function, the technology behind the products are superior over other products. Thus, the high price reflects the high quality.



User

owns a family
high-end consumer
strong brand loyalty
pride of ownership