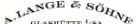





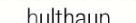


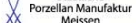




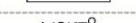








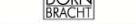
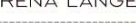




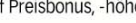



Das deutsche Luxusranking

Die 30 Top-Marken 2009

| Rang 2009 | Rang 2007 | Luxusmarke | BRAND RATING Luxusmarken Index* 2009 (max. 300) | Entwicklung seit 2007 | Index "Brand-Appeal" 2009 (max. 100) | Index relativer Preisbonus 2009 (max. 100) | Index absolute Preishöhe 2009 (max. 100) | BRAND RATING Luxusmarken Index 2007 | Marksegment |
|-----------|-----------|--|---|--------------------------|---|--|--|--|-------------------------|
| 1 | 1 |  A. LANGE & SÖHNE GLASHERTE USA | 242 | → | 87 | 100 | 55 | 246 | Uhren |
| 2 | 2 |  MAYBACH | 218 | ↘ | 60 | 58 | 100 | 223 | Automobil |
| 3 | 3 |  Glashütte ORIGINAL | 210 | → | 76 | 83 | 51 | 211 | Uhren |
| 4 | 4 |  PORSCHE | 197 | ↘ | 84 | 35 | 78 | 208 | Automobil |
| 5 | 7 |  WIESSMANN AUTO-SERIES | 190 | ↗ | 69 | 37 | 84 | 176 | Automobil |
| 6 | 6 |  poggen  pohl | 180 | → | 81 | 42 | 57 | 180 | Küchenmöbel |
| 7 | 5 |  bulthaup | 179 | → | 82 | 41 | 56 | 183 | Küchenmöbel |
| 8 | 8 |  CHRONOSWISS Faszination der Mechanik | 167 | ↘ | 69 | 67 | 31 | 173 | Uhren |
| 9 | 9 |  Siematic | 166 | → | 77 | 35 | 54 | 169 | Küchenmöbel |
| 10 | 10 |  Staatliche Porzellan Manufaktur Meissen | 164 | → | 82 | 58 | 24 | 168 | Glas und Porzellan |
| 11 | NEU |  COR | 162 | | 81 | 31 | 50 | - | Wohnmöbel |
| 12 | 14 |  GAGGENAU | 158 | → | 79 | 40 | 39 | 156 | Elektrogeräte |
| 13 | 13 |  JILSANDER | 153 | → | 81 | 51 | 21 | 157 | Damenmode |
| 14 | 17 |  ROBBE & BERKING SILBER | 150 | → | 84 | 38 | 28 | 148 | Besteck und Silberwaren |
| 15 | 15 |  interlübke | 148 | → | 73 | 25 | 50 | 151 | Wohnmöbel |
| 16 | 16 |  MONT BLANC | 145 | ↘ | 85 | 55 | 5 | 150 | Schreibgeräte |
| 17 | 18 |  THONET | 143 | → | 70 | 47 | 26 | 143 | Wohnmöbel |
| 18 | NEU |  WUNDERKIND | 142 | | 75 | 51 | 16 | - | Damenmode |
| 19 | 11 |  Baldeggerini | 140 | ↘ | 72 | 49 | 19 | 162 | Herrenmode |
| 20 | 12 |  ESCADA | 139 | ↘ | 72 | 47 | 20 | 161 | Damenmode |
| 21 | NEU |  LOEWE | 137 | | 84 | 23 | 30 | - | Unterhaltungselektronik |
| 22 | 19 |  Hotel Adlon | 136 | ↘ | 86 | 43 | 7 | 141 | Hotel |
| 23 | 24 |  Wellendorff | 136 | ↗ | 79 | 40 | 17 | 127 | Schmuck |
| 24 | 21 |  ROLF BENZ | 131 | → | 81 | 27 | 23 | 132 | Wohnmöbel |
| 25 | 25 |  DORN BRACHT | 127 | → | 76 | 40 | 11 | 126 | Armaturen |
| 26 | 20 |  RENA LANGE | 126 | ↘ | 67 | 46 | 13 | 139 | Damenmode |
| 27 | 22 |  BOGNER | 124 | ↘ | 81 | 27 | 16 | 129 | Sport |
| 28 | NEU |  GRAF VON FABER-CASTELL | 119 | | 79 | 38 | 2 | - | Schreibgeräte |
| 29 | 27 |  WEMPE | 117 | ↘ | 76 | 24 | 17 | 122 | Schmuck |
| 30 | 23 |  COMTESSE | 117 | ↘ | 63 | 46 | 8 | 129 | Lederwaren |

* Die Rangliste basiert auf Preisbonus, -höhe, Brand-Appeal sowie 150 Expertengesprächen; Quelle: Brand Rating