



[> zurück](#)

[> Ansprechpartner](#)

ASUS > NEWS - Ratingen/Taipei, 19.12.2008

## **Eee PC Dominates Europe with Over 60% of Netbook Market Share**

*High Penetration Rate Achieved through Extensive Collaboration with Toy Stores, Bookshops and Telcos*

The ASUS Eee PC's booming popularity continues to reach fever pitch in the European market. According to a survey conducted in October by GfK – one of the largest and recognized market research companies in the world – the Eee PC receives immense popularity in Germany, France, Spain, Italy, Poland, the Czech Republic, Russia and other European countries, garnering an unprecedented percentage of the market share ahead of competing products. This proves that the Eee PC, with its promise of "Easy to work, learn and play", is able to rise above fierce competition, providing a solid foundation for market success.

According to GfK's survey, the Eee PC obtained a market share of over 60% in Europe, claiming the top spot in the netbook market in France, Russia, Poland, the Czech Republic and other countries with a substantial win from the next competitor. In the case of Poland, for example, the gap is close to 61% of the market share, and even in Spain, which had the smallest difference, there was a market share gap of 9%.

One of the key drivers of the Eee PC's great success in Europe has been the ease with which it allows users to access the Internet, whether for learning, working or playing. Eric Chen, General Manager of ASUS European Sales & Marketing Groups, said, "Our alliances with different channels not only bear testament to the Eee PC's growth in terms of sales, they are also a clear indication of the Eee PC's popularity amongst consumers as the netbook offering the best value."

Mr. Chen further pointed out that the Eee PC offers an optimum balance between mobility and performance and is the only brand that provides a complete selection of solutions enabling the ultimate user experience for all lifestyles.

Through its revolutionary features and innovative design, the Eee PC has captured the interest of consumers around the globe. Not only was it voted as the best gift for Christmas, Mother's Day and the New Year, it was also named the Forbes Product of the Year for 2008. ASUS has also collaborated with world-class telcos to create brand new value for consumers seeking mobility – reinforcing the fact that the Eee PC is the preferred netbook worldwide. Even with the emergence of a slew of competing products in the category that it single-handedly created, the Eee PC has not lost any of its market share. This firmly indicates that the Eee PC has the staunch support of consumers, ensuring that the demand for the Eee PC will grow unabated worldwide.

[> nach oben](#)

# ANSPRECHPARTNER

ASUS Computer GmbH

Eva Bernpaintner / Holger Schmidt / Christian Wefers

Telefon: +49 2102/560 9369

Fax: +49 2102/560 9303

E-Mail: [press\\_germany@asus.com](mailto:press_germany@asus.com)

Harkortstrasse 21-23, 40880 Ratingen

[www.asus.de](http://www.asus.de)

Flutlicht GmbH

Sabine Siemel/Andrea Gantikow/Gila Griesbach

Telefon: +49 911/4749 50

Fax: +49 911/4749 555

E-Mail: [asus@flutlicht.biz](mailto:asus@flutlicht.biz)

Allersberger Straße 185/G, 90461 Nürnberg

[www.flutlicht.biz](http://www.flutlicht.biz)

## KURZPROFIL DER ASUS COMPUTER GMBH

ASUS ist einer der führenden Anbieter in der neuen digitalen Ära. Das umfangreiche Produktportfolio umfasst Mainboards, Grafikkarten, LCD-Displays, Desktop-PCs, Notebooks, Netbooks, Server, Multimedia, Wireless Produkte, Netzwerkkomponenten und Mobiltelefone. ASUS entwickelt und fertigt Produkte, die perfekt auf die Bedürfnisse des digitalen Zuhauses, für den privaten Gebrauch sowie geschäftlichen Einsatz abgestimmt sind. Im Fokus bei ASUS stehen Innovation und hohe Produktqualität. Im Jahr 2009 gewann ASUS 3.268 Auszeichnungen und hat in jüngster Zeit die Computerindustrie als Erfinder des Eee PC maßgeblich beeinflusst. Mit mehr als 10.000 Mitarbeitern weltweit und einer erstklassigen Forschungs- & Entwicklungsabteilung von 3.000 Ingenieuren hat das Unternehmen im Jahr 2009 einen Umsatz von 7,5 Mrd. US-Dollar erwirtschaftet.