

One of the key factors for success has been the improved price-performance ratio. The starting price of the MacBook Air with M4 is now \$999, making it cheaper than previous models with more powerful features. The base configuration now comes with 16GB of RAM. However, the storage capacity in the starting version remains the same at 256GB.

Experts note that the choice of a new color plays an important role in sales. Sky Blue has become a fresh addition to the usual palette and is likely to attract additional attention from customers.