

Title:

BMW On Pace to Outsell Mercedes

Word Count:

535

Summary:

BMW is poised to overtake Mercedes in total sales for the year. Will Mercedes roll over and let

Keywords:

BMW window motors, BMW air filters, AEM cold air intake, Mercedes, DaimlerChrysler, VW, Audi,

Article Body:

It is a close race, one that likely will not result in deep price cutting to move models, but Mercedes finishing second to BMW is not a comfortable taste for DaimlerChrysler, parent of Mercedes. Unlike American automakers, Mercedes is not likely to engage in deep price cuts to attract customers. So, exactly what has caused the shift in sales? Well, published reports indicate that Mercedes is indeed leading. Yes, it is true. Not all BMW or Mercedes models are luxury cars. Unlike in the US where a Cadillac is considered a luxury car, in Europe a BMW is considered a luxury car. To counter BMW's surge, Mercedes does have an ace up its sleeve: the introduction of one or two new models. Of course, what is good for Mercedes is good for BMW as the automaker explores bringing its ^1 models to the US market. Now if only Mercedes would consider importing it's SMART car to the US market

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