

Title:

Is America Ready For A Tiny BMW?

Word Count:

509

Summary:

BMW is looking at importing a compact car to the US market. Will this planned new model diminish

Keywords:

BMW parts, BMW brake rotors, EBC brakes, Mercedes, Cadillac, Lexus, Infiniti, Lincoln, Maybach

Article Body:

I wrote previously about Mercedes' foray into the small car market. As strange as that may seem

Part of any automaker's marketing strategy is to convince you, the consumer, what their vehicle

Speaking about Cadillac, in the early 1980s GM's luxury brand briefly marketed a compact car

So, now the dilemma: will consumers accept the ^1 Series~ BMW's planned entry or will it cause

I visited BMW's U.K. site to examine the current Series 1 model. With the typical BMW fascia i

Equipment on the ^1~ is typical BMW with ABS and all the full luxury appointments. Clearly, th

In my opinion BMW must tread carefully in bringing a car of this size to the American market.

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