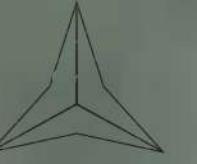




BMW & MERCEDES

Prepared from the discipline:
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INTRODUCTION

BMW and Mercedes-Benz are two of the most iconic German car brands, known worldwide for their performance, innovation, and luxury.

BMW promotes the
“Ultimate Driving Machine,”
while Mercedes-Benz is known for
luxury, tradition, and prestige.

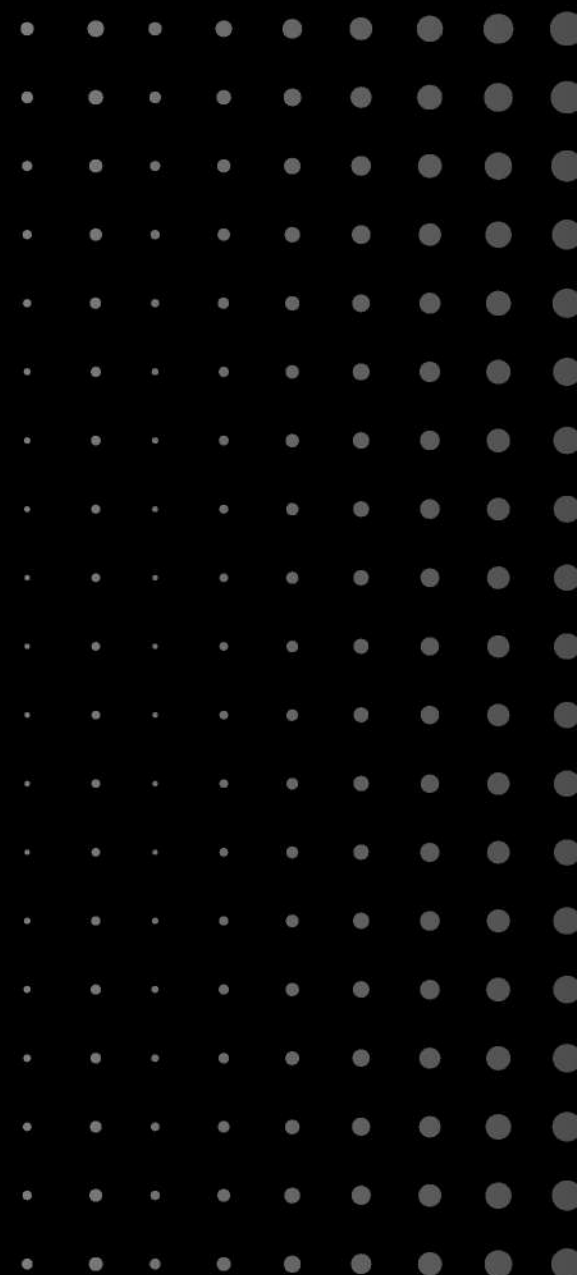
BRAND IDENTITY AND IMAGE





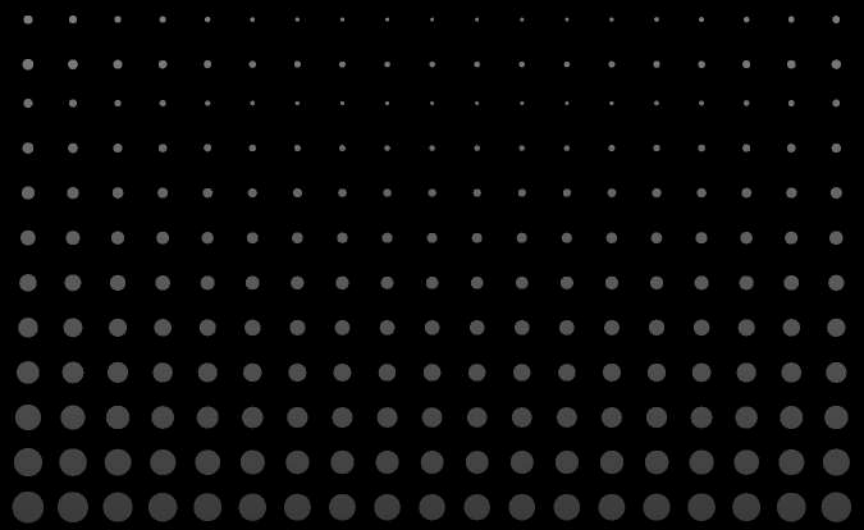
PRICE AND VALUE FOR MONEY

Both brands offer premium vehicles,
but BMW often provides a sportier
experience at a slightly lower
starting price.



Mercedes-Benz is praised for comfort and build quality, while BMW is known for precision and performance reliability.

RELIABILITY AND QUALITY



STYLE AND DESIGN

BMW has a sporty, aggressive look with a driver-focused interior that appeals to younger, performance-oriented drivers. Mercedes-Benz offers elegant design, premium materials, and high-tech interiors that emphasize comfort and luxury.

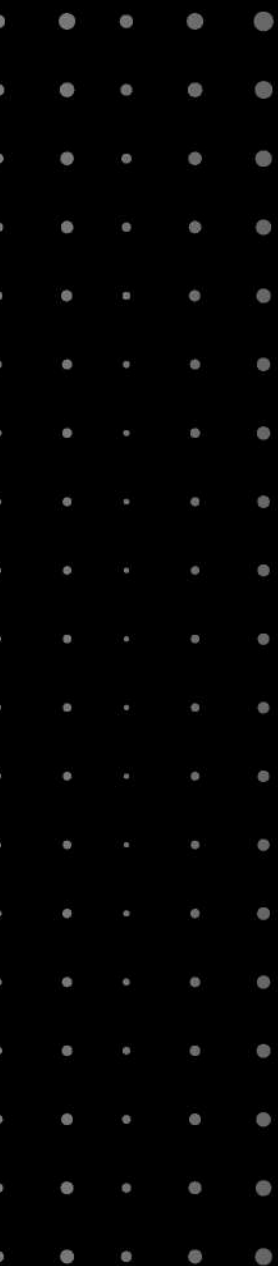




FUNCTIONALITY AND INNOVATION

BMW delivers precise handling and sporty electric models, combining modern tech with a performance edge.

Mercedes-Benz focuses on comfort, AI systems, and semi-autonomous features for a smoother, smarter ride.



MARKET CAPITALISATION AND DEMAND

In 2024, Mercedes led in global value (€95B vs. BMW's €70B) thanks to wider offerings and strong demand in China. BMW stays competitive in Europe and the U.S., especially with sporty and mid-range electric models.



CONCLUSION

BMW offers a sportier, more performance-driven experience, while Mercedes-Benz stands out for luxury, comfort, and innovation. Both are premium brands with strong reputations, but the best choice depends on whether you prefer dynamic driving or refined elegance.

BMW: 8/10 — sporty and engaging;
Mercedes-Benz: 9/10 — luxurious and advanced.

