

Audi, BMW and Mercedes-Benz: Vying for Sales Supremacy

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Abstracts

Audi, BMW and Mercedes-Benz are all vying to dominate the premium car market. Success hinges on the four key markets of China, Germany, the UK and the US, which account for more than 60% of the trio's combined sales. The close relationship between affluent households and the performance of these three leading premium players suggests the outlook is good for future sales volumes.

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