

## Mercedes To Reduce Options On Passenger Vehicles?

{mosgoogle right} Automotive News has run a story today apparently based on an interview with Dieter Zetsche, in which they state that Mercedes will soon start offering less options to customers in an effort to boost manufacturing productivity. In the article, Zetsche was quoted as saying "We will surely continue to offer greater variety than a brand such as Hyundai," but then went on to say that they will reduce overlapping offers, such as two sport options on the same model. I'm not going to read too much into the story, because the story is based on one direct quote from Dieter, but I am going to use this opportunity to share my view on Mercedes' options.

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