

NEWS BRIEFS

Day's wrap: Mercedes-Benz, Rolls-Royce, Michael Kors, McLaren, VIP.com and Prada

August 13, 2018



Mercedes-Benz scored higher than any other brand by the report's metric. Image credit: Mercedes-Benz

By STAFF REPORTS

Luxury Daily's live news from Aug. 13:

Mercedes-Benz ranks first for dealer satisfaction, financing options: J.D. Power

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German auto brand Mercedes-Benz has been ranked the number one luxury auto brand for financing among dealers, according to J.D. Power.

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Rolls-Royce tours the Mediterranean to showcase new models

British auto brand Rolls-Royce will be coming to some of the hottest spots in the Mediterranean this summer to show off its latest models.

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Michael Kors introduces first smartwatch version of the Runway

Fashion label Michael Kors is reintroducing its classic Runway watch model as a smartwatch powered by Google.

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McLaren finds a way to make online film more engaging

British automaker McLaren is using online video to bring consumers deeper into its brand by creating a call to action that could lead to a reward.

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VIP.com broadens international commerce with 10 new brand partnerships

Chinese ecommerce platform VIP.com has signed 10 new brands in the last six weeks with an aim towards broadening its portfolio of U.S.-based brands.

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Prada and Pirelli partner to sponsor yacht racing team Luna Rossa Challenge

Italian fashion label Prada is partnering with auto brand Pirelli to sponsor the yacht racing team Luna Rossa Challenge at this year's America's Cup.

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