

## Day's wrap: BMW, Jaeger-Le Coultre, Bentley Motors and Mercedes-Benz

November 11, 2020



*The BMW iX will begin production in 2021. Image credit: BMW*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 11:

### [BMW unveils its technological flagship' for new era in mobility](#)

German automaker BMW has revealed its next-generation electric vehicle, as it hopes to become more competitive in the increasingly crowded luxury EV space.

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### [Jaeger-Le Coultre transports watch lovers to the home of horology](#)

Swiss watchmaker Jaeger-Le Coultre is paying tribute to its home and the craftsmanship behind its timepieces with a melodic video.

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### [Bentley releases powerful film honoring Remembrance Day](#)

British car manufacturer Bentley Motors is marking Remembrance Day with a short film honoring the lives lost in the aerial bombing of the company's Crewe factory during World War II.

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### [Mercedes-Benz launches at-home test drives, deliveries](#)

German automaker Mercedes-Benz is expanding the services available through its online showroom in the United Kingdom, digitizing the car-buying process amid the coronavirus pandemic.

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### [Even a pandemic will not keep Singles' Day from record sales](#)

Singles' Day, the world's largest ecommerce holiday, is expected to see record sales for a 12th consecutive year as the coronavirus pandemic continues to boost online shopping, particularly among Chinese luxury shoppers.

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