

NEWS BRIEFS

## Luxury watches, Apple and high-end automakers – News briefs

March 20, 2012



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By STAFF REPORTS



Today in luxury marketing:

Watch firms see buoyant 2012

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Despite hurdles ranging from soaring gold prices to worries about European debt, the industry is heading for another record year, according to WWD.

<http://www.wwd.com/accessories-news/watches/watch-firms-see-buoyant-2012-5804370?module=today>

Click here to read the entire story on WWD

Is Apple a luxury retailer?

Apple embodies almost all of the telltale markings of a luxury retailer. The brand misses on exclusivity, though, according to WWD.

[http://www.wwd.com/fashion-blogs/is\\_apple\\_a\\_luxury\\_retailer-12-03](http://www.wwd.com/fashion-blogs/is_apple_a_luxury_retailer-12-03)

Click here to read the entire story on WWD

Mercedes-Benz to nix R-Class from U.S. lineup

After years of lackluster sales, Mercedes-Benz is finally pulling the plug on the company's R-Class, at least as far as sales in the United States go. The vehicle will continue to be manufactured at the Mercedes-Benz plant in Tuscaloosa, Alabama and exported to markets around the globe, according to Auto Blog.

<http://www.autoblog.com/2012/03/19/mercedes-benz-to-nix-r-class-from-u-s-lineup-despite-being-buil/>

Click here to read the entire story on Auto Blog

More luxury diesel cars to enter the market

Luxury car companies such as BMW, Mercedes Benz and Audi are geared up to offer more environmentally friendly cars and automobiles with diesel engines next year to take advantage of new rules set to kick in at the beginning of the year, according to Today Online.

<http://www.todayonline.com/Business/EDC120320-0000075/More-luxury-diesel-cars-to-enter-the-market>

Click here to read the entire story on Today Online

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