

COMPARISON OF INSTAGRAM BRANDING IN AUTOMOBILE INDUSTRY

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Abstract: The study explores the comparison of branding among three luxury car brands i.e., BMW, MERCEDES-BENZ, AUDI. Their official instagram accounts were studied and the data was analysed. Information from various websites and blogs was also included.

Major findings of our study were:

- Mercedes-Benz has the highest number of followers i.e., 31.2 Million followers, highest number of videos (17), images (66,) average number of posts per day (6).
- Average number of views per video (2,61,585), comments per video (343) and average number of comments per image (5,662).
- Where as BMW had the highest average number of likes per image,(4,85,558)
- Mercedes-Benz also utilized variety of images, videos like instagram reels, 1 minute videos, IGTV videos.
- Hence, it can be concluded that Mercedes-Benz has the best brand image on instagram when compared with BMW and AUDI.

INTRODUCTION:

NEED:

- To study marketing of automobile brands on Instagram platform.

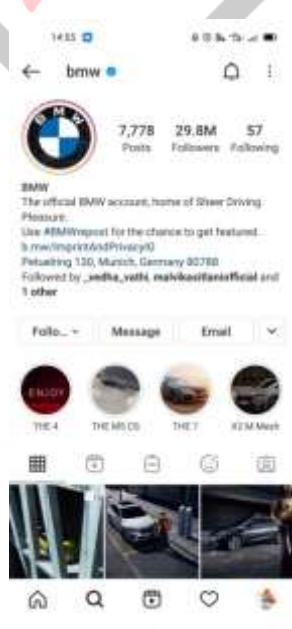
OBJECTIVES:

- To study branding of BMW, MERCEDES-BENZ and AUDI on Instagram platform.
- To understand which brand is better in Instagram marketing.

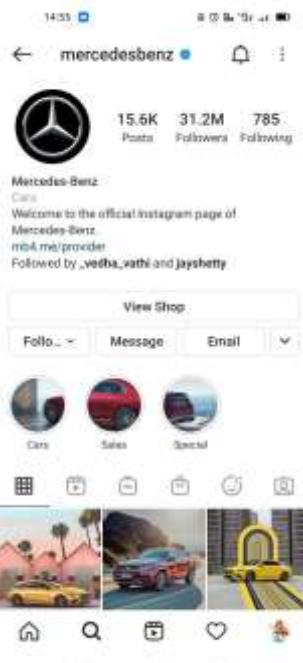
RESEARCH METHODOLOGY:

- Primary data is collected through official accounts of automobile brands.
- Secondary data is collected through websites, Blogs, various information published.
- The official instagram accounts are

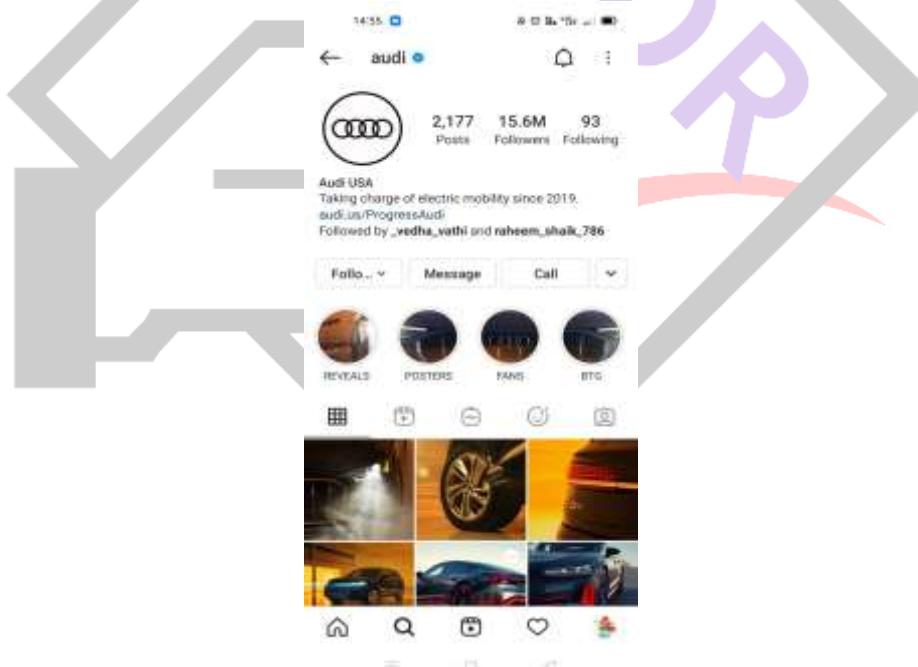
- **BMW**
- <https://instagram.com/bmw?igshid=tb2wz1s6v4w5>



- **MERCEDES-BENZ**
- <https://instagram.com/mercedesbenz?igshid=nwzda1sv0gj5>



- **AUDI**
- <https://instagram.com/audi?igshid=15inmmqwgb199>



SCOPE OF STUDY:

- To explore social media usage for branding by premier global car brands.
- To research the usage of Instagram by three car brands.
- To know which brand has better brand image on Instagram

LIMITATIONS:

- The study focuses on comparison of Instagram branding only in three car brands.
- This comparison of three car brands is done only on one social media platform i.e., Instagram.

LITERATURE REVIEW:

- <https://instagram.com/bmw?igshid=tb2wz1s6v4w5>

It is the official instagram URL of BMW.

- <https://instagram.com/bmw?igshid=tb2wz1s6v4w5>

It is the official Instagram URL of Mercedes Benz .

- <https://instagram.com/mercedesbenz?igshid=nwzda1sv0gj5>

It is the official Instagram URL of Audi.

- https://in.images.search.yahoo.com/search/images;_ylt=AwrxdhehAy5gNkEAGIS9HAx.;_ylu=c2VjA3NIYXJjaARzbGsDYnV0dG9u;_ycl=X1MDMjExNDcyMzAwNQRfcgMyBGFjdG4DY2xrBGNzcmNwdmlkA08ySTFGekV3TGpMQ2dHS1ZYNmCendmV01qUXdNUUFBUFBZTVmZUEZnIDbWNhZmVIBGZyMgNzYS1ncARncHJpZANGdm1lQ0tuQIMyU0lJakVId19uam9BBG5fc3VnZwMwBG9yaWdpbgNpb5pbWFnZXMu2VhcmNoLnlhaG9vLmNvbQRwb3MDMARwcXN0cgMEcHFzdHJsAwRxc3RybAMxMQRxdWVyeQNhWRpJTIwbG9ncwR0X3N0bXADMTYxMzYyODMzMA--?p=audi+logs&fr=mcafee&fr2=sb-top-in.images.search&ei=UTF-8&n=60&x=wrt#id=8&iurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fcommons%2Fthumb%2F9%2F92%2FAudi-Logo_2016.svg%2F640px-Audi-Logo_2016.svg.png&action=click

Link for the logo of the BMW.

- https://in.images.search.yahoo.com/search/images;_ylt=Awrxdhc0JS5g1WEAUNK9HAx.;_ylu=c2VjA3NIYXJjaARzbGsDYnV0dG9u;_ycl=X1MDMjExNDcyMzAwNQRfcgMyBGFjdG4DY2xrBGNzcmNwdmlkA3IyVIZ2ekV3TGpMQ2dHS1ZYNmCendSWU1qUXdNUUFBUFBZk9wWUcEZnIDbWNhZmVIBGZyMgNzYS1ncARncHJpZAN1V0RCbXVkZ1NYcVUUZW5PNFNZTEpBBG5fc3VnZwMxMARvcmlnaW4DaW4uaW1hZ2VzLnNIYXJjaC55YWhvby5jb20EcG9zAzEEcHFzdHIDbWVvY2VkJTlwbHBxc3RybAMxNARxc3RybAMyMgRxdWVyeQNhZWRlcuyMgJlbnoIMjBsb2dvBHRfc3RtcAMxNjEzNjM2OTI2?p=mercedes+benz+logo&fr=mcafee&fr2=sa-gp-in.images.search&ei=UTF-8&n=60&x=wrt#id=0&iurl=http%3A%2F%2Fwww.car-brand-names.com%2Fwp-content%2Fuploads%2F2015%2F05%2FMercedes-symbol.jpg&action=click

Link for the logo of the Mercedes Benz.

- https://in.images.search.yahoo.com/search/images;_ylt=AwrPh9evDi5grGAAZx27HAx.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=audi+logo&fr2=piv-web&fr=mcafee&id=144&iurl=https%3A%2F%2F1000logos.net%2Fwp-content%2Fuploads%2F2018%2F05%2FEmblem-Audi-500x281.png&action=click

Link for the logo of the Audi.

- <https://www.bmwgroup.com/en/innovation/company.html>

Company profile collected from official website of BMW.

- <https://www.mercedes-benz.com/en/company/>

Company profile collected from official website of Mercedes Benz.

- <https://www.audi.com/en/company/profile.html>

Company profile collected from official website of Audi.

- <https://blog.bizvibe.com/blog/top-luxury-car-brands>

Industry profile(current state of Luxury car market Globally).

COMPANY PROFILE:

BMW:



BayerischeMotoren Werke AG, regularly alluded to as BMW is a German worldwide partnership which produces extravagance vehicles and cruisers. The organization was established in 1916 as a maker of airplane motors, which it created from 1917 until 1918 and again from 1933 to 1945.

Vehicles are showcased under the brands BMW, Smaller than normal and Moves Royce, and cruisers are promoted under the brand BMW Motorrad. In 2015, BMW was the world's twelfth-biggest maker of engine vehicles, with 2,279,503 vehicles produced. The organization has critical motorsport history, particularly in passenger vehicles, Equation 1, sports vehicles and the Isle of Man TT. BMW is based in Munich and produces engine vehicles in Germany, Brazil, China, India, South Africa, the US and Mexico. The Quandt family is a drawn out investor of the organization (with the leftover offers possessed by open buoy), following siblings Herbert and Harald liquidation.

BayerischeFlugzeugwerkeAG was formed in 1916. This company was renamed to BayerischeMotoren Werke (BMW) in 1922. However the name BMW dates back to 1913, when the original company to use the name was founded by Karl Rapp (initially as Rapp MotorenwerkeGmb). BMW's first product was a straight-six aircraft engine called the BMW IIIa. Following the end of World War I, BMW remained in business by producing motorcycle engines, farm equipment, household items and railway brakes. The company produced its first motorcycle, the BMW R 3 in 1923.

BMW became an automobile manufacturer in 1928 when it purchased Fahrzeugfabrik Eisenach, which, at the time, built Austin Sevensunder licence under the Dixi marque. The first car sold as a BMW was a rebadged Dixi called the *BMW 3/15*, following BMW's acquisition of the car manufacturer Automobilwerk Eisenach. Throughout the 1930s, BMW expanded its range into sports cars and larger luxury cars.

The circular blue and white BMW logo or roundel evolved from the circular Rapp Motorenwerke company logo, which featured a black ring bearing the company name surrounding the company logo.[15] on a plinth a horse's head couped.

BMW held Rapp's dark ring recorded with the organization name, yet received as the focal component a round shield bearing a semi heraldic reference to the ensign (and banner) of the Free Territory of Bavaria (as the condition of their birthplace was named after 1918), being the arms of the Place of Wittelsbach, Dukes and Lords of Bavaria.[15] In any case, as the neighbourhood law in regards to brand names precluded the utilization of state crests or different images of power on business logos, the plan was adequately separated to go along, however held the colours sky (blue) and argent (white).

MERCEDES-BENZ:



Mercedes-Benz AG is liable for the worldwide business of Mercedes-Benz Vehicles and Mercedes-Benz Vans with more than 173,000 employees worldwide. Ola Källenius is Director of the Leading body of The executives of Mercedes-Benz AG. The organization centers around the turn of events, creation and deals of traveler vehicles, vans and administrations. Moreover, the organization tries to be driving in the fields of network, mechanized driving and elective drives with its forward-looking advancements. The item portfolio contains the Mercedes-Benz brand with the sub-brands Mercedes-AMG, Mercedes-Maybach and Mercedes me - just as the savvy brand, and the EQ item and innovation brand for electric portability.

Mercedes-Benz AG is probably the biggest producer of premium traveler vehicles. In 2019 it sold almost 2.4 million vehicles and in excess of 438,000 vans. In its two business divisions, Mercedes-Benz AG is persistently extending its overall creation network with more than 40 creation locales on four landmasses, while adjusting itself to meet the prerequisites of electric portability. Simultaneously, the organization is building up its worldwide battery creation network on three mainlands. Reasonable activities assume a definitive part in both business divisions.

To the organization, supportability implies making an incentive for all partners on an enduring premise: clients, representatives, financial backers, colleagues and the general public all in all. The reason for this is the maintainable business procedure of Daimler in which the organization assumes liability for the monetary, environmental and social impacts of its business exercises and takes a gander at the whole worth chain.

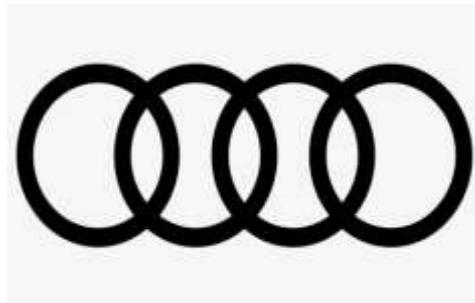
Mercedes-Benz Cars.

The Mercedes-Benz Vehicles range covers each traveler vehicle section: from the metropolitan microcar by keen, to the premium and extravagance vehicles by Mercedes-Benz and Mercedes-Maybach, to the presentation and sports vehicles by Mercedes-AMG. Along these lines, the Vehicles division of Mercedes-Benz AG guarantees singular portability for a huge range of client needs. The organization has define itself the objective of building up the world's most secure and most productive vehicles. With the innovation brand EQ, Mercedes-Benz Vehicles is driving forward the efficient improvement of elective drives: the point is to energize the whole portfolio by 2022.

The organization will offer a scope of zapped models in each portion, including 48-volt models, a wide decision of module crossovers, and all-electric vehicles with battery as well as energy unit. Mercedes-Benz Vehicles broke its business record in 2019,

selling 2.385.432 vehicles. Mercedes-Benz recorded the most noteworthy unit deals of any superior brand in the auto business for the fourth time in progression.

AUDI :



Audi AG is a German car producer that plans, engineers, creates, showcases and appropriates extravagance vehicles. Audi is an entirely claimed auxiliary of the Volkswagen Gathering and has its underlying foundations at Ingolstadt, Bavaria, Germany. Audi-marked vehicles are delivered in nine creation offices around the world.

The sources of the organization are unpredictable, returning to the mid twentieth century and the underlying endeavors (Horch and the Audiwerke) established by engineer August Horch; and two different producers (DKW and Drifter), prompting the establishment of Vehicle Association in 1932. The advanced time of Audi basically started during the 1960s when Car Association was gained by Volkswagen from Daimler-Benz. In the wake of relaunching the Audi brand with the 1965 presentation of the Audi F103 arrangement, Volkswagen combined Car Association with NSU Motorenwerke in 1969, subsequently making the current day type of the organization.

The organization name depends on the Latin interpretation of the last name of the author, August Horch. "Horch", signifying "tune in" in German, becomes "audi" in Latin. The four rings of the Audi logo each address one of four vehicle organizations that joined together to make Audi's archetype organization, Automobile Association. Audi's trademark is Vorsprungdurch Technik, signifying "Being Ahead through Technology". Audi, alongside individual German marques BMW and Mercedes-Benz, is among the smash hit extravagance auto brands in the world.

Audi represents lively vehicles, high form quality and reformist plan – for "Vorsprungdurch Technik." Here you will discover all Data about the organization construction of AUDI AG.

Over 100 Markets Worldwide

~ 87,000 Employees

1,692,773 Deliveries in 2020.

System:

The car business is encountering revolutionary commotion. The Audi Gathering is in like manner during the time spent reclassifying itself for the future and assuming an instrumental part in molding the change as we head into another time of versatility. Bit by bit, the Organization is executing its procedure.

INDUSTRY PROFILE:

The main 10 extravagance vehicle brands on the planet are adding to a quickly developing worldwide extravagance vehicle market in 2020. The extravagance vehicle market is projected to develop at a CAGR of 5.38% by 2024. BMW, Mercedes-Benz, and Audi are the biggest extravagance vehicle brands on the planet by income. The extravagance vehicle market is principally overwhelmed by makers from Germany, Italy, and the UK .

The advanced vehicle purchaser is investing less energy at the vendor and searching for approaches to find, track, assess, and interface with auto sellers on the web. Try not to feel forced at the vendor, 78% of customers are utilizing sites like BizVibe to locate the top extravagance vehicle brands on the web.

BMW, Audi, and Mercedes-Benz represent around 70% portion of the worldwide extravagance vehicle market.

Mercedes-Benz is the worldwide pioneer in the extravagance vehicle portion.

SUVs contributed the most to the development of the worldwide extravagance vehicle market, with a normal development pace of 14% during the most recent five years.

The quickest developing business sector is in the Asia Pacific area. The worldwide extravagance vehicle market is foreseen to develop at a CAGR of about 5.83% by 2024.

Top 10 Extravagance Vehicle Brands On the planet in 2020 :

The top extravagance vehicle brands positioned by a mix of income and brand esteemare :

1. Tesla, Inc.

New on the rundown of the best 10 extravagance vehicle brands on the planet list begins with Tesla, the American electric vehicle and clean energy organization situated in Palo Alto, California. Tesla was established in 2003 as an innovation organization and

automaker. Tesla positions as the world's top rated module just as top of the line battery electric traveler vehicle producers via vehicles sold in 2019.

Tesla's primary draw is in the electric vehicle market and gives a famous vehicle arrangement of extravagance vehicles including the Model S, Model X, Model Y; the regular brand Model 3; and the destined to be delivered Cybertruck. Tesla is disturbing the extravagance vehicle market as its business numbers are unleashing destruction on the used extravagance vehicle market. The once-solid interest for European extravagance brands is currently moving to Tesla's electric vehicle contributions.

Established: 2003

Tesla Base camp: Palo Alto, California, U.S.

Tesla Absolute Resource Worth: USD 34.30 billion

Tesla Income: USD 24.57 billion

Tesla Number of Workers: 48,016

2. Ferrari

The brand force of Ferrari has consistently been excessively solid and that is the reason the organization positions second on BizVibe's rundown of the main 10 extravagance vehicle brands on the planet in 2020. Ferrari is an Italian extravagance sports vehicle maker known for its supercars. Ferrari has two central command, one in the Netherlands and the other in Italy, and has yearly incomes of almost USD 3.8 billion. Brand Money positioned Ferrari as the world's most remarkable brand in 2014.

Established: 1939

Ferrari Base camp: Maranello, Emilia-Romagna, Italy and Amsterdam, Netherlands

Ferrari Complete Resource Worth: USD 4.57 billion

Ferrari Income: USD 3.73 billion

Ferrari Number of Workers: 3,336

3. Lamborghini

Coming in third on the rundown of the top extravagance vehicle brands on the planet is additionally from Italy and an extravagance vehicle brand known for its supercars. Lamborghini is an Italian brand and producer of extravagance sports vehicles and SUVs situated in Sant'Agata Bolognese and at present possessed by the Volkswagen Gathering through its auxiliary Audi. The organization gets yearly incomes of USD 647.2 million and notwithstanding extravagance vehicles, the organization is likewise known for assembling marine motors, bikes, and other marked product.

Established: 1963

Lamborghini Central command: Sant'Agata Bolognese, Italy

Lamborghini Income: USD 647.2 million

Lamborghini Number of Representatives: 1,146

4. Mercedes-Benz

Mercedes-Benz is a German worldwide vehicle marque and a division of Daimler AG and fourth on BizVibe's rundown of the top extravagance vehicle brands on the planet. The organization is known for extravagance vehicles, vans, trucks, transports, mentors, and ambulances. Established in 1926, Mercedes-Benz gets the most noteworthy yearly income among the top extravagance vehicle brands with yearly incomes arriving at USD 185 billion.

Established: 1926

Mercedes-Benz Central command: Stuttgart, Germany

Mercedes-Benz Income: USD 185 billion

5. BMW

BMW is a German worldwide organization known for assembling and creating cars and cruisers. Established in 1916, BMW is an all-around perceived organization with high yearly incomes. The organization's base camp are in Munich, Germany and the organization is particularly known for its German-designing. BMW is second to Mercedes-Benz in yearly income on this rundown.

Established: 1916

BMW Central command: Munich, Germany

BMW Income: USD 115.2 billion

6. Porsche

Spend significant time in elite extravagance vehicles, Porsche is a German car producer and sixth on this rundown of the best 10 extravagance vehicle brands on the planet in 2020. Porsche's present arrangement of sportscars incorporates the 718 Boxster/Cayman, 911, Panamera, Macan, Cayenne, and Taycan.

Porsche was established in 1931 in Germany and is larger part claimed by Porsche Automobil Holding SE.

Established: 1931

Porsche Central command: Stuttgart, Baden-Württemberg, Germany

Porsche Income: USD 23.8 billion

Porsche Number of Workers: 24,481

7. Aston Martin

The principal UK-put together organization with respect to this rundown of the top extravagance vehicle brands is the English free producer of extravagance sports vehicles and stupendous travelers Aston Martin. Aston Martin produced yearly income of USD 1.23 billion a year ago and is known for its various extravagance vehicle lines.

Established: 1913

Aston Martin Base camp: Gaydon, Britain, UK

Aston Martin Income: USD 1.23 billion

8. Panther

Panther is an English worldwide vehicle maker with its central command in Whitley, Coventry, Britain and is the extravagance vehicle fragment for Puma Land Meanderer. The organization positions eighth on BizVibe's rundown of the top extravagance vehicle brands on the planet in 2020 because of its famous setup of vehicles.

The organization was established in 1935 and has a current vehicle setup including the accompanying vehicles: E-Speed, F-Speed, F-Type, I-Speed, XE, XF, and XJ.

Established: 1935

Panther Base camp: Whitley, Coventry, Britain

Puma Income: USD 32 billion

9. Rolls Royce

The third organization on this rundown the English extravagance vehicle producer, Rolls Royce. Rolls Royce is at present claimed by German gathering BMW and is known for a wide scope of extravagance vehicles with a solid brand presence around the world. The organization was established in 1998 and positions third on this rundown of the best 10 extravagance vehicle brands on the planet.

Established: 1998

Rolls Royce Central command: Goodwood, West Sussex, Britain, Joined Realm

Rolls Royce Income: USD 20.6 million

Rolls Royce Number of Representatives: 1,300

10. Bentley

Bentley is s an English producer of extravagance vehicles and is at present possessed by the Volkswagen Gathering. Bentley is a brand inseparable from the word extravagance and has atruly mainstream setup of extravagance vehicles and vehicles. Bentley was established in 1919 — making the organization one of the most seasoned among the main 10 extravagance vehicle brands on the planet list.

Established: 1919

Bentley Central command: Crewe, Britain, Joined Realm

Bentley Income: USD 1.6 million

The Eventual fate of the Extravagance Vehicle Market:

Looking past 2020, the fate of the extravagance vehicle market looks encouraging as the best 10 extravagance vehicle brands on the planet keep on developing their absolute resources and yearly income. Anticipate that the industry should continue to develop and the vital participants to assume a fundamental part in its development as the business pushes towards better vehicles and new innovation.

Top 10 Extravagance Vehicle Brands On the planet by Income (2020):

Rank	Vehicle Brand	Income in USD billions
1	Mercedes-Benz	USD 185 billion
2	BMW	USD 115.2 billion
3	Panther	USD 32 billion
4	Tesla	USD 24.6 billion
5	Porsche	USD 23.8 billion
6	Ferrari	USD 3.73 billion
7	Aston Martin	USD 1.23 billion
8	Rolls Royce	USD 20.6 million
9	Lamborghini	USD 647.2 million
10	Bentley	USD 1.6 million

DATA ANALYSIS:

**15 days data is collected from official instagram accounts
i.e., (3 February 2021 -17 February 2021):**

CRITERIA	BRANDS ➔	BMW	MERCEDES-BENZ	AUDI
No.of followers		29.8M	31.2M	15.6M
No.of videos	Reels(15-30sec)	0	5	0
	40 sec-1min video	1	7	0
	IGTV video	0	5	1
	Total	1	17	1
Total no.of images		43	66	9
Average no.of posts per day		3	6	1
Average no.of views per video		19,952	2,61,585	9,307
Average no.of likes per image		4,85,558	1,46,629	65,816
Average no.of comments per video		18	343	11
Average no.of comments per image		1,283	5,662	170

FINDINGS:

- The three luxury cars brands, BMW, Mercedes-Benz and Audi were compared on their brand image in Instagram.
- The criteria for comparison were, number of followers, number of images and videos posted and average number of posts, views, likes and comments.
- It was found that Mercedes-Benz has the highest number of followers i.e., 31.2 Million followers, highest number of videos (17), images (66,) average number of posts per day (6).
- Average number of views per video (2,61,585), comments per video (343) and average number of comments per image (5,662).
- Where as BMW had the highest average number of likes per image,(4,85,558)
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- Hence, it can be concluded that Mercedes-Benz has the best brand image on instagram when compared with BMW and AUDI.

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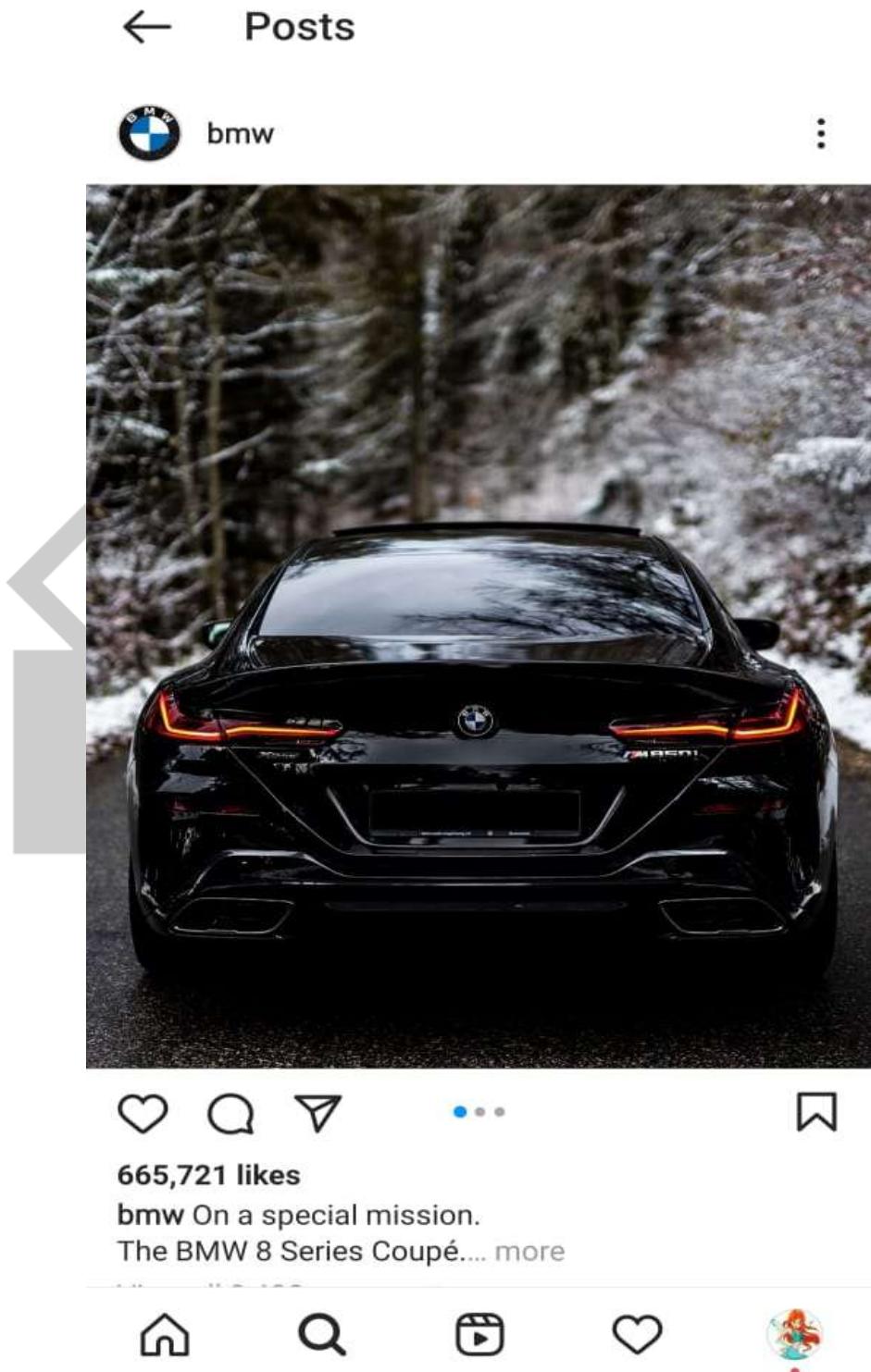
- <https://instagram.com/bmw?igshid=tb2wz1s6v4w5>
- <https://instagram.com/mercedesbenz?igshid=nwzda1sv0gj5>
- <https://instagram.com/audi?igshid=15inmmqwgbi9>
- https://in.images.search.yahoo.com/search/images;_ylt=AwrxdhdehAy5gNKEAGIS9HAx.;_ylu=c2VjA3NIYXJjaARzbGsDYnV0dG9u;_ycl=X1MDMjExNDcyMzAwNQRfcgMyBGFjdG4DY2xrBGNzcmNwdmlkA08ySTFGekV3TGPmq2dHS1ZYNmcdCendMv01qUXdNUUFBUFBZTVmZUUEZnIDbWNhZmVIBGZyMgNzYS1ncARncHJpZANGdm1lQ0tuQIMyU0lJakVId19uam9BBG5fc3VnZwMwBG9yaWdpbgNpb5pbWFnZXMuC2VhcmNoLnhaG9vLmNvbQRwb3MDMARwcXN0cgMEcHFzdHJsAwRxc3RybAMxMQRxdWVyeQNhdWRpJTIwbG9ncwR0X3N0bXADMTYxMzYyODMzMA--?p=audi+logs&fr=mcafee&fr2=sb-top-in.images.search&ei=UTF-8&n=60&x=wrt#id=8&iurl=https%3A%2F%2Fupload.wikimedia.org%2Fwikipedia%2Fcommons%2Fthumb%2F9%2F92%2FAudi-Logo_2016.svg%2F640px-Audi-Logo_2016.svg.png&action=click
- https://in.images.search.yahoo.com/search/images;_ylt=AwrPh9evDi5grGAAZx27HAx.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3BpdnM-?p=audi+logo&fr2=piv-web&fr=mcafee#id=144&iurl=https%3A%2F%2F1000logos.net%2Fwp-content%2Fuploads%2F2018%2F05%2FEmblem-Audi-500x281.png&action=click
- https://in.images.search.yahoo.com/search/images;_ylt=Awrxdhc0JS5g1WEAUNK9HAx.;_ylu=c2VjA3NIYXJjaARzbGsDYnV0dG9u;_ycl=X1MDMjExNDcyMzAwNQRfcgMyBGFjdG4DY2xrBGNzcmNwdmlkA3IyVIZ2ekV3TGPmq2dHS1ZYNmcdSWU1qUXdNUUFBUFBZk9wWUcEZnIDbWNhZmVIBGZyMgNzYS1ncARncHJpZAN1V0RCbXVkZ1NYcVuuzW5PNFNZTEpBBG5fc3VnZwMxMARvcmlnaW4DaW4uaW1hZ2VzLnNIYXJjaC55YWhvby5jb20EcG9zAzEEcHFzdHIDbWVvY2VkZXMMjBiZW56JTIwBHBxc3RybAMxNARxc3RybAMyMgRxdWVyeQNtZXJjZWRIcyUyMGJlbnolMjBsb2dvBHRfc3RtcAMxNjEzNjM2OTI2?p=mercedes+benz+logo&fr=mcafee&fr2=sa-gp-

in.images.search&ei=UTF-8&n=60&x=wrt#id=0&iurl=http%3A%2Fwww.car-brand-names.com%2Fwp-content%2Fuploads%2F2015%2F05%2FMercedes-symbol.jpg&action=click

- <https://www.bmwgroup.com/en/innovation/company.html>
- <https://www.mercedes-benz.com/en/company/>

APPENDIX:

- Most liked photo of BMW on instagram:



- Most liked photo of MERCEDES-BENZ on instagram:



• •

Liked by **manepalli.giridhar** and **335,349 others**

mercedesbenz Back in 2013 Mercedes-AMG presented the high-end super sports car versi... more
[View all 910 comments](#)

black_panther122r @mercedesbenz I'm telling the truth



| **mercedesbenz** @black_panther122r 😊☀️



February 6



- Most liked photo of AUDI on instagram:

