

Please, Hold Your Applause: Mercedes Bestowed With Two 2007 WhatCar? Awards

{mosgoogle right}In awards news, the UK's car purchasing guide WhatCar? has bestowed Mercedes with two prestigious awards in their 2007 Car of the Year contest, one for the S320 CDI in the 'Luxury Car' category and the other for Mercedes and their pioneering work in the 'Safety' category. When asked why Mercedes was named the winner in the 'Safety' category, Steve Fowler, group editor of WhatCar? had this to say on the subject: 'For half a century, Mercedes has been at the forefront of safety innovation and research. Mercedes fits stability control to every model in the range. Where it leads, others follow. Just recently the company has surpassed its previous efforts [with the innovative PRE-SAFE predictive occupant protection system] as well as a string of impressive Euro NCAP crash test scores - five stars is the norm for occupant safety with impressive results for child and pedestrian safety. It is this egalitarian approach as much as innovative recent developments that nets Mercedes this [safety] award.'

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