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**The Latest Mercedes Car Technology**

**By Jenny McLane**

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Automobiles have become normal fixtures in our lives, and they will continue to be our daily companions in the decades to come. Since its earlier days, innovations on automobile technology have been continuous. Engineers and manufacturers have sought to give the public improved performance, more comfortable features and safer cars. And this goal continues up to now and the process has even become more meticulous as car buyers have started to become more specific about what they want from their cars.

In this high-tech, computer-driven world car makers are striving to produce the best technologies to make their cars safer and more enjoyable to drive. Mercedes leads the pack in engineering technology as it has managed to feature in its vehicles some of the most precise, up-to-date and excellent quality car parts, accessories, safety features and entertainment systems. But not to be outdone, Mercedes still continues on its quest to give its patrons nothing but the best. Below is a list of the up and coming state of the art features engineered by Mercedes.

Latest Mercedes technology that will be used in its future cars:

- 1) Safety systems with radar and cameras that watch out for danger as you drive. These safety equipment will be able to warn you of imminent danger by using advance mathematics to calculate the possibilities and the chances of danger occurring. This will be the future's way of fortune telling!
- 2) Keyless entry is already being used on other vehicles like the Cadillac, Infinity and BMW models, Mercedes on the other hand is on its way to using a credit card style system which will replace car keys in the near tomorrow. That will make for lighter pockets!
- 3) Highly improved navigation console systems that includes computer-like screens on the dash, global positioning satellite and on board DVD's which can easily flash directions, maps, vital information on businesses like hotels, hospitals etc will be installed in every Mercedes. Getting lost will be a lot harder

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with these in your car!

4) Wi-Fi hook-ups in almost every vehicle will provide weather, news, and other information. Long trips won't be the same with these kinds of entertainment on board!

5) Various parts of the vehicle will be connected to a computer program which will be able to store relevant data to aid dealers, manufacturers and your mechanic in diagnosing the problem. With a handy cellular phone or laptop, you can transfer the data to the Internet and get a long-distance troubleshoot for your Mercedes. New technologies such as these, nothing IS impossible!

6) 40 Volt Electrical Systems will be a standard feature on the Mercedes which will allow for more electrical equipments to be brought into the vehicle.

7) Voice prompts allows you to "talk" to your car and command it to operate various basic functions such as locating a radios station. This technology is already used in certain BMW's, Jaguar, Lexus and Mercedes models and will continue to be used and adapted as standard features on all trims and models.

8) Electronically controlled pedals, already used by Mercedes, will be installed in more of its vehicles. It sends an electronic signal rather than set the brake or accelerator in motion through physical contact which allows a split-second action.

9) Programmable Mercedes vehicles will arrive in the foreseeable future. It allows the driver to choose the type of vehicle to drive and uses electronics to adjust his Mercedes according to his personal preference like lowering or raising ground clearance for varied ground effects. The choice between sporty and luxurious, stylish and chic has never been easier!

With these technological breakthroughs, you need an auto parts store that updates its stocks along with the non-stop evolution of the vehicles in the market. Most importantly, you need an auto parts store that is reliable yet affordable. At Auto Parts Train, you will find prime quality, genuine Mercedes parts at very reasonable rates. To browse through the most complete and comprehensive catalogue of superior quality Mercedes parts, click on [http://www.partstrain.com/ShopByVehicle/MERCEDES\\_BENZ](http://www.partstrain.com/ShopByVehicle/MERCEDES_BENZ) and experience how shopping for car parts online should be like.

Jenny McLane is a 36 year old native of Iowa and has a knack for research on cars and anything and everything about it. She works full time as a Market Analyst for one of the leading car parts suppliers in the country today.

## **How To Motivate People To Buy**

**By Vincent Murphy**

What motivates the people who visit any website to buy?

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This is the one question that every Internet Marketer is seeking the answer to. If you know how to motivate people to buy, then you can increase your sales and your conversion rate. And wouldn't that be good for your profit and your business?

So what motivates people to buy?

It is often said that you should give people what they need, because that is what they are going to buy. That may well have been the case once but sadly today society has changed and people no longer buy what they need.

Instead they buy what they want and what they crave - hence people struggling to put food on the table, but have a 42" plasma TV, satellite system and a bottle of Jack Daniels!

You need to pitch your product not as something they need, but as something they absolutely must have; make it so they crave your product and absolutely must get their hands on it.

People also buy because they want to get pleasure from what they buy. Someone doesn't walk into a car dealership and buy a top of the range Mercedes because they need it; a Skoda or Toyota would have done the job just as well.

They buy the Mercedes because they want the pleasure that goes with it. Whether this is the comfort of the car, the joy of all the gadgets, or the fact that it is a status symbol - they drive a Mercedes! Whatever their reason it will be because they have associated pleasure with owning a Mercedes and so they buy one when they could have saved tens of thousands of dollars and bought a cheaper car!

Another reason people buy is because they want to avoid pain. Volvo are one of the best selling cars in Europe. Why? They are not the prettiest of cars, nor that expensive, nor are they of the perceived class of a Jaguar, BMW or Mercedes.

Volvo's sell well because people want to avoid the pain associated with car accidents. Volvo's are some of the safest cars on the market and as such appeal to people who want to protect their family and passengers.

These are three of the main ways that people are motivated to buy. If you can work out how to use this in your sales copy, your emails, your newsletter and your website, then you can convert more visitors into paying customers.

Identify your target market and learn their pain - what problem are you solving for them with your product?

Understand this and your sales copy can become smoking hot and you can boost your conversion rate!

Vincent Murphy can help you to find the best home based business ideas and money making opportunities so you can work at home/How To Motivate People To Buy visit:



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