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BMW's 750i and Mercedes' S550 Battle For Box Office Supremacy

TAKE TWO LUXURIOUS, HIGH-PERFORMANCE TEUTONIC SEDANS and compare them in a back-to-back test and what do you come up with? If perception is reality, when comparing the 2006 BMW 750i with the 2007 Mercedes-Benz S550, perception is dictated entirely by personal tastes. The focal points of the two vehicles are very different indeed. The BMW concentrates predominantly on performance attributes, with luxury thrown in for good measure, while the primary mission of the Mercedes-Benz is to envelop occupants in superlative opulence while delivering more than a fair amount of performance as part of the package.

2007 MERCEDES-BENZ S550

The completely redesigned 2007 Mercedes-Benz S-Class enters its ninth generation with a bolder and more athletic persona. This latest iteration of the S-Class is wider, longer and taller than its predecessor. The German automaker's newest flagship model is a technological showcase that draws its power from a new family of engines ranging from V6s to a V12 with V8s in between.

The S-Class has been around for more than five decades - from 1955 to the present, always representing a special quality, worthy of flagship status. New technologies that find

their way into the production of the S-Class for the first time, include: Brake Assist PLUS; multi-contour seating with massage function; night view assist; an updated and simplified COMAND system; PRE-SAFE® occupant protection and Active Body Control suspension system. A one-week drive test is hardly enough time to master operating all the technological functions found in the S550.

Insiders claim that this latest iteration of the S-Class is the "most dynamic vehicle we've ever built." The new S-Class goes where the S-Class has never gone before in terms of its bold new design execution, displaying sinewy forms

with expressive lines that depict motion even when standing still. The lines themselves are pure and simple, while evoking an overall feeling of strength and power. The S-Class design director characterizes the look as "having big eyes and a smiling face" with a horizontal theme accenting the car's basic form. More evolutionary than revolutionary, the new S-Class retains its family identity while managing to deliver an entirely new appeal. The car's interior picks up on the pleasant horizontal theme with unique textures and finishes that contribute to its dazzling elegance.

The S-Class we tested was the Long Wheelbase S550 V8, which couples to