A Car War of Vehicular Proportions: Audi versus BMW by Angelica Emmanuel

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Competition in the car industry is as fierce as a photo finish in a stock car race, with at least two cars vying for supremacy in the market. Sometimes, people take the two most promising cars for them and compare these with each other. Of course, cars are different in their own right no matter the brand; but some people find thrill in comparing rivalsâ€"like Audi and BMW.

If you put these two brands as one word on the search engine box, you can get a ton of results about the rivalry between the two. An online Forbes article published this January indicated the escalating â€œcar warâ€• between fellow German car makers Audi and BMW. The article also has a picture of two billboards from the rival companies close to each other. Judging by Audiâ€™s â€œYour mov BMW,â€• and BMWâ€™s â€œCheckmate,â€• this chess match is just getting warmed up.

Another article, also from Forbes, takes the comparison directly to two popular models: Audiâ€™s A4 and BMWâ€™s 3 Series. The BMW 3 Series includes the E90 generation, which comprises the 335i and the 328i. The Audi A4 series includes the new Allroad Quattro, which is scheduled to be reintroduced this 2012.

Apparently, both cars are anything but new as they have already been in the market for some time. The first generation Audi A4, the B5 generation, was introduced in 1994; while the BMW 3 Series has been around since 1975, starting off with the E21 generation. Regardless of the age range between the two, perhaps performance will speak for itself.

The BMW 3 series offers a more powerful V6 engine compared to Audi A4â€™s four-cylinder engine. It can go from 0 to 60 miles per hour in just 6.4 seconds, which is 0.1 second earlier than Audi A4â€™s acceleration. However, the A4 returns with its five-star braking system, as collision tests show. The contender for Audi Calgary has to offer has a braking distance of 103 feet from 60 to zero miles per hour.

The contender for BMW Calgary car dealers sell seem to have the bonus of power, while that of Audi has the advantage of safety. Yet the thing about car rivalries is it is up to the car buyer to declare the winner. Since every person has varying preferences, perhaps it can be said that there is no clear winner between them, at least for now.

Visit the websites of both Audi and BMW for more details on the models in question. You can also check out Forbesâ€™ 2005 article on the rivalry at www.forbes.com to see how auto sales Calgary has to offer will take this competition.

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