

Luxe wheels don't roll humdrum worries away

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New York Post:

Taking the wheel of a new Mercedes-Benz or BMW might be love at first touch, but the pleasure won't last long enough to make you happy.

A new study of motorists in the US says the instant buzz of driving an \$80,000 luxury car is too fleeting to lift a person out of the daily ruts of life, and may not be worth the big showroom price.

“A luxury car is indeed more fun than an economy car. But most of the time, the driver's mind is preoccupied with the mundane issues of daily life and the car makes little difference,” said Norbert Schwarz, a marketing professor at the University of Michigan. “Hedonic experiences are fleeting.”

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