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Volvo unveils XC90 SUV, India launch in Sept '15

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SWEDISH luxury car maker Volvo Auto India, an arm of Volvo Cars, which unveiled its all new XC90, the sports utility vehicle (SUV) in Stockholm in Sweden on Wednesday will take on dominating German archrivals such as market leader Audi, Mercedes-Benz and BMW in the growing luxury car market in India.

The seven-seat premium SUV is due on sale in the UK during Spring 2015 with a starting price of £45,785 for the D5 AWD Momentum model. It would be introduced in India in September 2015 with different pricing.

"The second generation all new XC90 SUV will be available for sale in Europe in February-March 2015 and in India in September 2015," Sudeep Narayan, director, sales and marketing at Volvo Auto India, told *Financial Chronicle*.

The imported new XC90 from its factory in Sweden would carry a special price tag in India, he said.

He said it is all set to debut at the 2014 Paris Motor Show in October. "Filled with the Swedish manufacturer's technological know-how, it will become one of the safest, most hi-tech and most economical SUVs on the market," Narayan said.

"This car is going to be a game changer for Volvo cars



Just launched

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- The new Volvo XC90 would be one of the safest cars in the world

globally as well as for India," Tomas Ernberg, managing director at Volvo Auto India.

He said the new Volvo XC90 would be one of the safest cars in the world.

"We are not just launching a car, but re-launching our brand. It marks a new era for our company. The XC90 paves the way for a portfolio of exciting new cars to come in the following years," said Håkan Samuelsson, president and CEO at Volvo Car Group.

With longer, taller and lower dimensions than the present model, the new Volvo XC90 will be the first all-

new car to emerge under the brand's current Chinese ownership.

It faces off against rival premium SUVs like the BMW X5, Porsche Cayenne, Volkswagen Touareg, Mercedes M-Class and Audi Q7.

The prominent chrome trimmed grille is a first from Volvo.

An elongated but chiseled bonnet cuts back into the car's shoulder line, stretching all the way to the tapered rear lights, exaggerating the XC90's broad stance.

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