

News monitored for: Volvo Auto India

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### Cheaper by the Threesome

*Volvo has decided to offer stripped-down versions of its flagship models in an attempt to revive its sales and expand its portfolio, in the growing Indian luxury car market, finds Ammar Alvi.*

Though a popular brand worldwide, Volvo has unfortunately not been able to hit it off with Indian customers. Its current three-model range in India includes an entry-level sports luxury sedan S60, a high-end limousine, the S80, and a rugged all-wheel SUV, the XC60. Touted as the world's safest car, it builds efficient passenger cars and has been aggressively expanding since its takeover by the Chinese Geely Holding Group.

In India, the company has failed to compete with the Germans, mainly because of brand positioning and price. All its cars were priced at the same level as BMW, Merc and Audi, making it easy for Indians to choose them over the 'safe' Volvo. Putting things into perspective, Volvo has now introduced its entire range with an all new 5-cylinder turbo D3 diesel, while bringing down prices significantly. The new D3 engines, with their reduced displacement and shorter strokes, are designed to achieve maximum fuel ef-

iciency. What differentiates the D3 from the larger D5 powertrain, is its injection system that has a different piezoelectric fuel injector that minimises consumption with exceptionally rapid and precise injection pulses under high pressure. The D3 delivers a decent 165 PS of power and an impressive 400 Nm of torque, and the S60, S80 and XC60 will deliver a mileage of 18.5 kmpl, 17.8 kmpl and 14.7 kmpl respectively.

According to Tomas Ernberg, MD, Volvo India, "The D3 variants reiterate our long-term commitment of a more human-oriented approach, called 'Designed Around You', where we continue making safe and technologically-advanced cars."

Despite lower prices Volvo, will continue to offer highest standards in safety technology, like Laser Assisted Automatic Braking, Whiplash Protection, Active Bending Lights, Dynamic Stability Traction Control, and luxury features such as Electronic Climate Control, Interior Air Quality System and plush leather seats as standard. The new D3 variants will be priced at ₹23.99 lakh (S60), ₹31.99 lakh (S80) and ₹33.99 lakh (XC60). With such prices and features, can they be far from winning over Indian customers?