



ADVERTORIAL



XC60: SAFETY FIRST

While safety is the top priority, Alok Jain finds the Volvo XC60 a complete package.

DELHI-BASED ALOK Jain is no stranger to luxury cars or SUVs; he already had one of each at home when he went shopping for a new SUV in January this year. "My partner and I were both in the market for SUVs," he says. They were looking at SUVs from all the major marques, but for Mr Jain, the XC60 stood out.

It was just the right size for his family and he preferred its design to the boxy shape of the SUV his partner bought. "It was the combination of the looks, the size and the features that made me choose the XC60 over the competition," says Mr Jain. "I always had in the back of my mind the fact that Volvo makes the safest cars, so that was also a deciding factor," he adds, referring to Volvo's legendary reputation for safety.

Safety was important to him because it wasn't just Mr Jain who would be driving the Volvo. While he'd use the XC60 himself to get to his manufacturing unit in NOIDA on weekdays, his son would borrow the Volvo three times a week to go play golf. Also, the entire family would press the SUV into service every once in a while to take roadtrips out of Delhi. One such drive was a 2300km round trip to Srinagar for a short vacation.

No surprise then, that the Jain family has already put more than 15,000km on the XC60 in less than a year of ownership.

Surprisingly enough, what Mr Jain loves most about the XC60 is how unlike an SUV it is. "It drives

wish there was more than one dealership in the city. "More competition is always a good thing, right?"

What about complaints about the XC60? Mr Jain says in the 10-odd months he has

'VOLVO'S REPUTATION FOR SAFETY WAS A DECIDING FACTOR FOR MR JAIN.'

just like a saloon," he says. He is more than satisfied with the 215bhp as well. "The engine has plenty of pep to it and there is ample ground clearance as well."

Though he is happy with the Volvo dealership, he does

owned the Volvo, he can't think of even a single quibble he has had with it.

Safe to say then that Mr Alok Jain is among the ever-increasing number of proud and satisfied XC60 owners around the world.

