



LIVING WITH THE VOLVO XC60

After 19000km behind the wheel of his XC60, Amit Bansal tells it as he sees it.

Volvo does not pay Amit Bansal anything. Yet this 37-year old businessman is the best salesman of this Swedish manufacturer. You see, Mr.Bansal is a Volvo customer. And the best salesman for any product

is a happy customer. Amit Bansal has a Volvo XC60 in his garage. He bought the car in March 2011, and has already clocked over 19000km on it. Sharing the garage is an Audi A4, two Hondas -- the Civic and the City, and two Skodas, the Superb



and the Yeti. So when he talks about cars, he knows what he is talking about.

When Amit Bansal was in the hunt for a premium SUV, he did meticulous homework on all the vehicles available in the market. Since is not the kind of person who gets bedazzled by brands, he made an objective evaluation comparison of the vehicles. And his research pointed to just one direction, the Volvo XC60. He shares with us his thoughts on the Volvo.

"The XC60 has the best in class features and interiors. For example, there are two separate DVD players in the rear with their own cordless

earphones. Or the front and rear cameras that make parking in tight spaces a breeze. It's also got amazing fit and finish, I just love the feel of the car. The seats are one of the most comfortable around. I would say the Volvo XC60 is the plushiest in its segment. When people sit in this car, they prefer it to BMWs and Mercs."

The one feature Amit Bansal is sold upon is the City Safety feature in the Volvo. "I think it's a wonderful thing and one of the reasons that my car is still scratch less. I was once taking a U-turn and there were three-four cars behind me honking. A Zen suddenly came in front of my car and the system cut in and

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braked automatically." Volvo safety has one more convert in Amit Bansal.

Amit is quite a car freak, as his garage testifies. That's why the driver spends more time on the back seat and only gets to park the car. Talking about the XC60's driveability, "The steering is light and feels like a sedan when driving in the city. The high ground clearance makes it ideal for our potholes and bad roads. On the highway, with the suspension even in the comfort setting, the drive is fantastic. I recently drove down to Bhilwara which is about 600km from Delhi and I thanked God for this car."

Moreover Mr.Bansal loves the fact that he can tailor the XC60 to suit his tastes and requirements. "It's totally custom-made. You can get whatever you want."

What words of advice would this gentleman have for the top brass of Volvo? The first, not surprisingly, is a demand for more dealers and service centers. The second one is that Volvo marketing and advertising instead of advertising the car as a premium car, should advertise to its strengths. Which Amit Bansal believes are many.

He sums up his Volvo XC60 succinctly, "It's got everything for everybody".

