

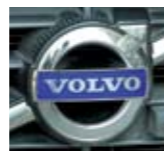


## THE CONSTRUCTOR'S CHAMPION

Businessman Bimal Desai on his Volvo XC90.

**M**r Bimal Desai is a Volvo customer from Mumbai. He is in the construction business that requires a fair bit of travelling between sites. Therefore a comfortable car is high on Mr.Desai's list of necessities. He

is not much of a car aficionado, and could not be bothered about things like technical specifications and features. Nor is he overtly impressed by the brand aura of certain badges. What he is bothered about, and obsessively concerned about, is safety. To him safety is paramount. And



rightly so. After all India has the dubious reputation of recording the highest number of deaths on its roads. In 2010 more than 1.34 lakh people died on Indian roads. And that's the official figure. So when Mr Bimal Desai wanted a vehicle, he chose a brand known universally for its obsession with safety -- Volvo.

The Volvo of his choice was the XC90. With a range of Volvo vehicles now available in India what made Mr.Bimal Desai choose the SUV? The reason was simple. There are six people in his family, and a sedan therefore was not an option. So the

seven-seater Volvo XC90 was the de facto choice for him. Not that he had not checked other seven seaters before putting his money down. According to "Mr. Bimal Desai, the Volvo inspires confidence even at high speeds. Even the big German marques did not evoke that feeling of security the Swedish Volvo did.

It's no wonder really. If you look at the long list of standard safety features on the Volvo you will find stuff like SPS, WHIPS and ROPS. They are acronyms for Side Protection System, Whiplash Protection System and Roll-Over Protection System. The number of

**'The first thing Bimal Desai looks for in a car is safety.'**

safety systems in the Volvo is truly breathtaking.

Since Mr.Desai feels that he has no patience to drive on our roads, the XC90 is driven primarily by his driver. He just sits back and enjoys the ride and comfort of his XC90. And it's been quite a long journey for Mr.Desai and his XC90. A journey that started two years and 30,000 km ago. The Volvo XC90 also sees a lot of highway runs. He uses it to travel to Mahabaleshwar with his family about twice a month. The 250-kilometer drive gives him time to appreciate the XC90 fantastic comfort. It's got

everything he could ask for. The rear-screen -entertainment with dual screen, the high-fidelity, high-performance audio system, and the seat themselves makes short work of long drives.

Not everything is perfect though. Mr.Bimal Desai does feel that the Volvo could do with a better dashboard design. But it's something he is more than happy to live with since the XC90 gives him no other car can. The complete peace of mind in knowing that his family is safe.

MH 43AB 5870 is more than just a car for Bimal Desai. It is his sanctuary.