

CREMÈ DE LA CREMÈ

Yogesh Deshmukh, car connoisseur and sharp businessman, tells it as he sees it. So what does he see in his Volvo S60?

YOGESH DESHMUKH'S garage looks like a premium car showroom with all the marques under one roof. But of all his cars, the Volvo S60 is a personal favourite. This 34-year businessman from Kalyan bought the car on October 16, 2011. Since then he has clocked over 5000km in the car. The Volvo S60 is the car he prefers to use whenever his work takes him to places like Poona and Nashik. That's because he loves the high-speed poise of the Volvo. Even at speeds over 200kph this car feels planted to the road. And the story gets better when talking a curve. The S60 feels like its tracking on rails. Needless to say, Yogesh Deshmukh loves speed. And the fact that the S60 is quick is not lost on him. In fact he recalls the day his S60 smoked a much hyped rival,

and left it eating dust.

But it's not just the Volvo's powerful motor that impresses Yogesh Deshmukh. It's the technology that's packed into the Volvo. Technology that translates to real world convenience for him. High on his list is the Blind Spot Information System. It uses rear-facing cameras installed in the door mirrors to keep a lookout on either side of the car. As a vehicle enters his blind spot, this function alerts him with a lamp built into the front door posts.

The Volvo's Lane Departure Warning system is another piece of technology that meets Yogesh Deshmukh's approval. He appreciates the safety philosophy built into the car that warns him if he has drifted out of his lane.



'It's not just the power that impresses Yogesh Deshmukh. It's also the technology in the Volvo S60.'

He also loves the Volvo S60's Park Assist system. He finds it invaluable when parking in tight places. As he says it helps him park the sedan "cut-to-cut" without scratching its beautiful paint.

But perhaps the one piece of technology that tops his list is the Collision Warning with Full Auto Brake and Pedestrian Detection system. A radar sensor behind the grille and a digital camera behind the windscreen continuously

monitors the distance to the vehicle in front of him. This third-generation collision avoidance technology warns him if he is too close to a vehicle in front or if there are pedestrians in his path. If Yogesh doesn't react and a collision is imminent, the car immediately brakes with full braking force.

While all this technology does keep him and his family safe, the Volvo S60's ace up the sleeve, according to Yogesh Deshmukh, is

the car's fantastic ride comfort. With a line-up of prestige car brands in his garage he should know. The Volvo's fantastic seats and its superlative suspension system makes the cabin a fantastic place to be. And when on the occasions he gives up the wheels to his chauffeur, the back seat makes for the most comfortable mobile office.

Yogesh Deshmukh owns the world's best cars, but the Volvo S60 remains a special car to him.