

Volvo launches dealership in city

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Pune: With a view to strengthen their presence in India and mainly Maharashtra, Swedish car manufacturer Volvo Auto India launched its dealership Flyga Auto in Pune on Friday. The facility was inaugurated by Managing Director of Volvo Auto India, Tom von Bonsdorff in the presence of Director of Flyga Auto, Arun Aradhya.

Speaking at the inauguration, Bonsdorff said, "We have experienced 32 per cent growth in India in the last two years. This is the 18th dealership of Volvo Auto India in the country and we plan to open six more showrooms during this year in cities like Lucknow, Ludhiana and Mathura Road in Delhi. Expanding the reach

of Volvo by opening more luxury showrooms and spreading awareness about the brand will enable us to reach our target of doubling our market share in luxury segment cars by 2020."

He added that the launch of the showroom comes just a day after the announcement of opening of a Volvo assembly plant in Bengaluru. "We have forged a strategic alliance with Volvo Trucks and Buses. Volvo XC90, which was launched in 2015, will be assembled at the Bengaluru plant and rolled out later during the year. However, our prices are competitive and in line with the prices of our competitors so no price changes are foreseen with local assembly," he explained.

He added, "We have good equity for our brand in this part of India. The city is one

of the major business centres in Maharashtra and our dealership will cater to the growing mini-metro and its catchment."

Bonsdorff unveiled the new Volvo S60 Polestar. "This is the first S60 Polestar which has come to India. The car will be available at a price of Rs 58.50 lakh (ex-showroom Pune)," Aradhya stated.

He added that after the opening of this facility, Flyga Auto is set to penetrate smaller cities like Kolhapur, Aurangabad, Goa and others by opening service stations and facilities.

The 12,000 sq ft showroom at Baner will deal in the entire Volvo portfolio available in India including S60, S60 Cross Country, S60 Polestar, V40, V40 Cross Country, XC60, XC90, XC90 Excellence and the S90.