

# Luxury carmakers bet big on women power

Conduct women-centric activities to boost sales

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Luxury carmakers are going an extra mile to woo women buyers. The high-end automakers are conducting various women-centric activities in North to tap the potential considering the fact that decision for buying a high-end car is often influenced by women in the household.

In the recent past, automakers have been witnessing a gradual increase in the number of women walking into car showrooms. For carmakers like Mercedes-Benz, 10-12% sales come from women customers.

According to dealers, women have started showing inclination towards luxury vehicles because of growing income, better marketing and a richer mix of products designed to appeal them. According to auto manufacturers, this segment is largely untapped and there is a lot of potential in northern region.

To have a bigger share of the market, Volvo cars recently flagged off an all-women drive in Chandigarh. "This is the segment which is largely untapped not only in this region but across the



ILLUSTRATION: SANDEEP JOSHI

## Wooing fairer sex

- Focus on customer engagement platform
- Developing more women-friendly variants
- Focusing on safety, security, durability and convenience

country. So, we are trying to reach out to potential women customers through various activities. The initiative not only reflects in marketing but also in product development," said Charles Frump, managing director, Volvo Car India.

Considering a woman has different anatomy, Volvo has undertaken crash tests on

female crash test dummies as well. "The seats are ergonomically designed with Whiplash Protection System (WHIPS) to reduce the whiplash risk for male and females by half. The Side Impact Protection System (SIPS) relies on an intelligent structure to boost overall safety. In fact, SIPS, together with the side-impact airbag, reduces severe chest injuries by more than 50% for all passengers," said Frump. Volvo accounts for 6% sales in Punjab and Haryana.

To tap the fairer sex, Mercedes-Benz has dedicated platform especially designed for women called "She's Mercedes", which was rolled out in 2018 in

India. The initiative is aimed to inspire, connect and empower women through success stories.

"It is a place where women can associate and exchange ideas and share experiences. Through dedicated events across the country, we provide exclusive experience to women customers both on product level as well as association with brand. We believe there is a lot of potential in smaller cities too and we will love to pull them towards our brand," said Martin Schwenk, MD & CEO, Mercedes-Benz India.

The company is witnessing an increasing number of women opting for SUVs in India.