

Volvo launches new SUV XC40 in India for ₹39.9 lakh

To take on the BMW X1, Audi Q3 and Mercedes-Benz GLA in the entry-level luxury segment

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Volvo Auto India today unveiled their latest product for the Indian market, the XC40 compact Sports Utility Vehicle. The XC40 is the first vehicle from the Chinese-owned

Swedish carmaker that is based on the new 'Compact Modular Architecture', which will be the basis of many upcoming smaller cars from Volvo and Chinese parent, Geely as well. Volvo India which remains a small player in the luxury segment in India has been aggressively revamping their vehicle fleet and is aiming for overall sales of 3000 units in 2018 across India. The XC40 which is available only in one specification 'R-Design' with a 190-horsepower two-litre



diesel for now, has been priced at an extremely aggressive ₹39.9 lakh ex-showroom. Volvo Auto India claims that their XC40 has

far more features and technology than any of their rivals, including Volvo's standard 9-inch touchscreen control-panel. Volvo India executives say that in terms of power and features the XC40 as launched compares to the top-end BMW X1 which is far more expensive.

Volvo also outlined some of their other initiatives at the conference and highlighted how the Swedish carmaker once struggling under the ownership of Ford has seen a resur-

gence in the past few years with global sales exceeding 650,000 units. Volvo has also announced that all their vehicles will be enabled with 'electrification' technology by 2019, either as hybrids or full-electric vehicles and that by 2025 Volvo is aiming for 50 per cent of annual sales to be 'full-electric' cars. However, the carmaker did admit that it was China where there has been a planned adoption of infrastructure to enable electric cars that would power

these new car sales.