



Charles Frump, Managing Director, Volvo Car India, and Ritesh Reddy, Dealer Principal, Martial Motors

# BENGALURU'S TRYST WITH LUXURY ON WHEELS



Raghu Dixit performed for the guests



Puja Dokania and Anand Dokania

Rohan and Shekha

Sindhu and Sunil

Pankaj Parikh

In the ever-growing Indian automobile market, luxury is a pre-requisite for the discerning customer, and the latest to enthrall car lovers in the city is Volvo Car India's compact luxury SUV, XC40. The car was launched recently at an event that had who's who of the city's social circuit in attendance. While the guests got to see the XC40 for the first time, the event also had musician Raghu Dixit performing exclusively for them.

What made the launch event better was that the dealership, Martial Motors, delivered a dozen cars on day one, with the lucky customers receiving the keys to their prized possessions from Charles Frump, Managing Director of Volvo Car India, and Ritesh Reddy, Dealer Principal, Martial Motors.

"The response to the XC40 has been very encouraging. The car is ideal for the urban landscape like Bengaluru and has a host of features that are relevant for the city. I am sure that the demand in Karnataka will increase even more as these cars are seen on roads. I would like to thank our customers here. Bengaluru is an important market for us and the success is a sign that we made a good choice to have the Volvo Cars assembly unit here," said Charles.



A few lucky customers got their car keys from Charles Frump