

# Volvo targets rich & famous with XC90 Excellence

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While the India's auto industry, the world's fourth biggest, is facing blood-bath, it has emerged the top market for Volvo Cars, the Swedish luxury car brand, for its flagship SUV XC 90 Excellence model priced at Rs 1.31 crore.

With over 100 units already sold, garnering Rs 131 crore sales revenues, the Indian market became the top market for this model, leaving behind China, the USA and Europe. Now to encash on the popularity of this hot SUV, the maker of XC60 and XC40 car has launched

a new made-for India top-of-the-line variant of the XC90 flagship SUV for the rich and elite Indians.

The new XC90 Excellence Lounge variant is priced at Rs 1.42 crore at pan India showroom. The car comes in 3-seater configuration, a first in the SUV segment in India.

"India has become the top market for us globally for our flagship SUV XC 90 Excellence model priced at Rs 1.31 crore," Volvo Car India Managing Director Charles Frump told *Financial Chronicle*.

"Volvo XC90 Excellence Lounge is the most exquisite car we've ever made. It rides on the success of our



XC90 T8 Excellence (4-seater) in India, which is the highest selling country for this product," he said.

The company sold a whopping over 100 units in the Indian market and counting, Frump said, boasting the superiority and popularity of the

imported SUV which was launched sometime back.

He said the demand for its top models is growing in the country. Its sales grew 11 per cent to 1,159 units in January-June while the mass car market continued to bleed.

"So now we have designed

and developed an ultra luxury new XC90 Excellence Lounge specifically targeting at the rich and famous in India," Frump said, adding that the first batch is limited to 15 units.

The limited numbers would not be one each for our 25 dealerships across the country, he pointed out. However, the brand is planning already for the second batch of the new SUV ahead of the festival season, which is considered auspicious to purchase a family car.

The XC90 Excellence Lounge variant, which has no competition, comes with a unique three-seat layout where the front passenger

seat makes way for a powered ottoman unit that comprises a rising leg-rest section, lockable storage compartment and a fold away screen that also flips down to be used as a table.

In this new car, the owner can stretch his/her legs and enjoy a lounge experience in fine Nappa leather seat with ventilation and advanced massage functions. The vehicle gets exclusive amenities such as folding leather-clad tray tables, refrigerator, crystal glasses with holder, Linear Walnut Decor and a foldable integrated 13 inch iPad with Bowers and Wilkins headset.