

# Volvo Hopes to Gain Some Pace with New Cars Amid Slowdown

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**Mumbai:** In a contracting market for luxury vehicles in India, Swedish carmaker Volvo hopes to outperform its rivals and grab incremental market share, on the back of new products and a low base to compare with.

“We have seen that we’re gaining some market share, although at a smaller base,” Charles Frump, the managing director at Volvo Car India, told ET. “We have continued to expand our dealer network. We continue to invest in marketing and brand building. Because it is an opportunity,” he said on the sidelines of the launch of its XC90 Excellence Lounge hybrid SUV.

A relatively new entrant to the

Indian luxury car market, the company had just a fringe presence until the end of last year, with a 3% market share and annual sales of 2,638 units. In the January to June period of 2019, when the luxury car market shrank by a quarter, Volvo posted 11% growth with sales of 1,159 units, cornering a market share of over 6%.

However, the demand slowdown in the market has now caught up with the Swedish carmaker, too.

“We’ll do very well if we sell the same number of cars as last year,”

Frump said, indicating that sales for the company in the latter half of the year would decline

when compared with last year.

Apart from the demand slowdown, another factor that restricted the growth of Volvo in India during the ongoing year was the limited availability of its XC40 SUV, he said. Volvo’s entry-level product is imported into India and, given its high demand in Europe, only limited numbers were made available for India, said Frump.

