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**Founder Editor**

## **JOGINDER P. MALHOTRA**

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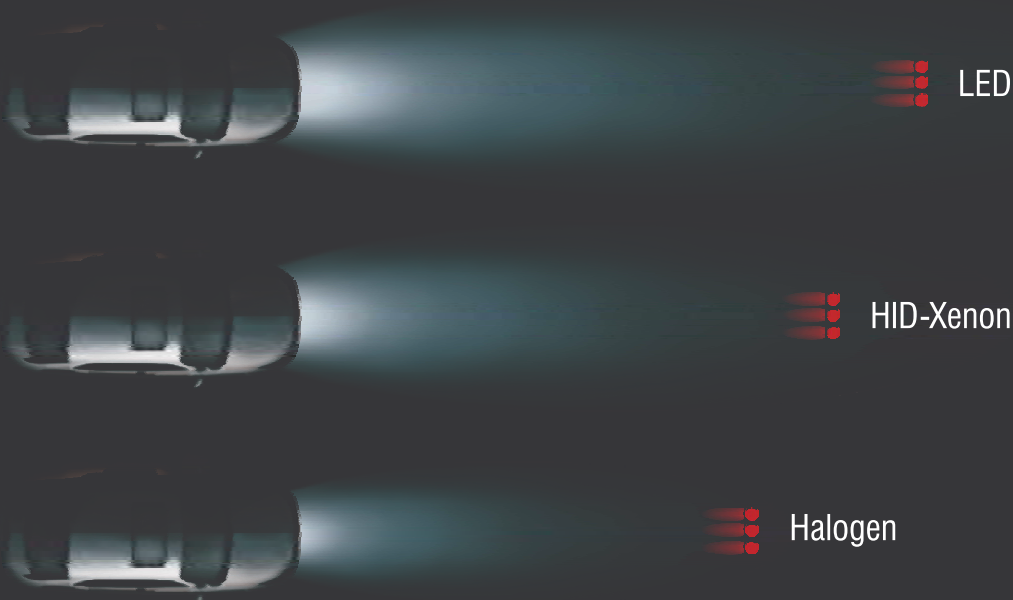
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# Editor's viewpoint



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M.P. MALHOTRA



Executive Editor  
SHILPA MALHOTRA

## Launches galore in festive times

**A**FTER tossing around a whole lot of ideas, we decided to pick flurry of launches ahead of the festival season as the Cover Story of the month. All through the past weeks, our Editorial Desk had been flooded with news about new products being introduced in the market. It was no-brainer to connect the timing of the launch spree to the festival season. And our Cover Story was there!

Besides carrying independent coverage about each launch, as is customary with *Autoguide*, we have decided to generate a consolidated piece which goes beyond mere reportage to digging into the background, examining the reasons and putting things in perspective. The idea behind this month's Cover Story is to acknowledge, and salute, the resolute spirit of the automobile industry and its capability to handle challenges of all proportions

**THE IDEA BEHIND THIS MONTH'S COVER STORY IS TO ACKNOWLEDGE, AND SALUTE, THE RESOLUTE SPIRIT OF THE AUTOMOBILE INDUSTRY**

with aplomb. Buoyed by the swift recovery post-lockdowns, a good number of players have come up with something new and exciting to tap the upbeat consumer sentiment.

While Toyota landed its youngest SUV *Urban Cruiser* in the market, domestic auto giant Mahindra came up with an all-new avatar of its legendary SUV *Thar* on the day of the Group's 75th

anniversary. Both MG Motor India and South Korean manufacturer Kia Motors launched their third products in the country. MG Motors' *Gloster* claims to be the first Autonomous (Level 1) Premium SUV and Kia's subcompact SUV *Sonet* has the distinction of having already garnered 25,00 bookings when it was launched. Mercedes-Benz chipped in by introducing *AMG 53* series in India for the first time with the launch of *AMG GLE 53 4MATIC+ Coupé*. In the two-wheeler segment, luxury motorcycle brand Ducati added to the excitement with the launch of its *Scrambler 1100 Pro* and *1100 Sport Pro*. Among the manufacturers which came up with upgraded products in the hectic month of September, were Tata Motors, Hyundai, Skoda, Volkswagen and MINI India.

As the industry awaits a festive spurt, the month of September has already brought some good news in terms of healthy sales numbers. Keeping up the recovery trends of the previous two months, September saw most OEMs posting double-digit growth in passenger vehicles and two-wheeler segments while commercial vehicles improved month-on-month with single-digit decline as compared to last year. One only hopes things improve even further and the much-awaited festival season brings cheers all around!

*Auto sector greets festival season with*

# FLURRY OF LAUNCHES

**BMW  
Coupe**



**KIA  
Sonet**



**MAHINDRA  
Thar**



**MERCEDES  
AMG 53**



**MG  
Gloster**



**TOYOTA  
Urban Cruiser**



**HYUNDAI  
Tucson**



**NISSAN  
Z Proto**



**TATA  
Harrier**







**LEADING AUTOMOTIVE BRANDS TOYOTA, TATA MOTORS, MAHINDRA, SKODA, VOLKSWAGEN, MG MOTOR AND LUXURY CAR MANUFACTURER MERCEDES WERE AMONG THOSE WHICH KEPT THE MARKET ABUZZ.**

**T**HREE months of total inactivity followed by two months of subdued start and then a month swamped with fresh launches! That's the stimulating story of automobile industry during the past six months, beginning mid-March till the end of September. And the story continues in October, the month when the festival season also peaks with the onset of Navratras. There is no doubt that the industry has pinned high hopes on the festival season, and rightly so, considering the market response during the past weeks and trends traditionally witnessed during these auspicious days.

September, particularly, was a busy month with auto-makers across the spectrum unleashing new products, launching upgraded models of their existing offerings, introducing advanced variants and going for exciting add-ons.

Leading automotive brands Toyota, Tata Motors, Mahindra, Skoda, Volkswagen, MG Motor, Kia and luxury car manufacturer Mercedes were among those which kept the market abuzz. In the two-wheeler segment, high-end motorcycle brand Ducati and EV giant Hero Electric announced new products.

The frenetic activity, besides being a striking contrast to the zero-business months of lockdowns, also manifests the resilient nature of the automobile industry. Confronted with a challenge of unimaginable proportions thrown in by the coronavirus pandemic, the auto sector has been one of the few sectors that witnessed a speedy recovery. The rebound post-lockdowns strengthened its resolve to tap the upbeat consumer sentiment with renewed vigour. And



**THE COMPANY IS CONFIDENT THAT THE NEW THAR WILL NOT ONLY ATTRACT ITS DIE-HARD ENTHUSIASTS BUT ALSO APPEAL TO THOSE WHO HAVE ALWAYS DREAMT OF OWNING AN ICONIC VEHICLE.**





**THE REBOUND STRENGTHENED THE AUTOMOBILE INDUSTRY'S RESOLVE TO TAP THE UPBEAT CONSUMER SENTIMENT WITH RENEWED VIGOUR. AND WHAT BETTER TIME TO DO SO THAN THE FESTIVAL SEASON!**

what better time to do so than the festival season!

Although the threat of the pandemic continues and the number of cases keeps rising, people have started living the new normal. A clear indication of this was the healthy sales numbers of passenger vehicles registered in the past three months. With a large number of Indians known to be scheduling their big purchase decisions (like home or a personal vehicle) for the auspicious period around Diwali, there is no reason why the positive sentiment should not soar further in the coming weeks. Hence, a flurry of new launches!

Prominent among the offerings was Toyota's youngest SUV *Urban Cruiser*, which made its debut after weeks of teaser campaigns and several roadshows. Adding glam quotient to the launch event was the company's brand ambassador, Bollywood actor Ayushmann Khurrana, who spoke about his inspiring journey from being a radio jockey to a successful actor. *Urban Cruiser*, according to the company, is designed for today's young achievers who are aspirational.

On the day it celebrated its 75th anniversary, domestic automobile giant Mahindra & Mahindra drove in the all-new avatar of its legendary SUV *Thar*. The company is confident that the new *Thar* will not only attract its die-hard enthusiasts but also appeal to those who have always dreamt of owning an iconic vehicle, with "all the bells and whistles" of a contemporary SUV.

MG Motor India brought in *Gloster*, its third product in the country, which it claimed to be the first Autonomous (Level 1) Premium SUV. Besides carrying host of pioneering features that include the Advanced Driver Assistance System (ADAS), the four-wheel drive extends Gloster's multiple driving modes.

Another recent entrant, Kia Motors, also drove its third product into the Indian market. *Sonet*, the South Korean manufacturer's subcompact SUV, has been positioned in the hotly contested sub-4 metre SUV space.

Luxury carmaker Mercedes-Benz introduced *AMG 53* series in India for the first with the launch of *AMG GLE 53 4MATIC+ Coupé*. The vehicle that offers more power and performance dynamics also replaces the *AMG 43 Coupé*.



In line with its philosophy of updating its product range with superior features, Tata Motors launched new variants of its flagship SUV *Harrier* and popular model *Nexon*. The XT+ variant of *Harrier* was introduced after the highly positive response the SUV received to its BS-VI launched in February. The new version includes the panoramic sunroof that comes with functionalities like automatic closure after parking for additional safety; anti-pinch feature; rain sensing closure and rollover screen with black coating on glass. The newly-launched XM(S) variant of *Nexon* also includes an electric sunroof along with features like automatic headlamps, rain sensing wipers and steering mounted controls.

Among the other upgrades, Skoda Auto unveiled *Rapid TSI Automatic Transmission* which is calibrated for refinement, efficiency as well as performance, and perfectly fits the urban lifestyle of its customers, said the company. Volkswagen too came up with automatic variants of BS-VI *Polo* and *Vento*. The *GT TSI* and *Vento Highline Plus* are now available with a six-speed torque converter automatic transmission variant.

The list of four-wheeler offerings would be incomplete without the mention of MINI India, which introduced a special edition of its best-selling *Convertible*, the new *MINI Convertible Sidewalk Edition*.

In the two-wheeler segment, luxury motorcycle brand Ducati added to the excitement with the launch of its first BS-VI *Scrambler*, the all-new *Scrambler 1100 Pro* and *1100 Sport Pro*. Offering more fun and performance, the new bikes are the ideal choice for those who want to ride a motorcycle with 1100cc L-twin two-valve engine with generous torque.

EV Motors India (EVM) and Hero Electric have partnered to offer a unique proposition supporting adoption of electric vehicles for last-mile delivery operations. The partnership plans to run a pilot of around 10,000 e-bikes in few cities in the next 12 months.

With all these additions, the automobile market has replenished itself adequately. The high point of the festival season has almost arrived. Let's wait and watch which direction the consumer sentiment moves!

**IN LINE WITH ITS PHILOSOPHY OF UPDATING ITS PRODUCT RANGE WITH SUPERIOR FEATURES, TATA MOTORS LAUNCHED NEW VARIANTS OF ITS FLAGSHIP SUV HARRIER AND POPULAR MODEL NEXON.**



# Toyota launches *Urban Cruiser*

*Young achievers dream*



Mr. Masakazu Yoshimura, MD, TKM with Mr. Naveen Soni, Senior Vice-President, Sales and Service and Mr. Tadashi Asazuma, Vice-President, Sales and Marketing

**T**OYOTA Kirloskar Motor (TKM) on September 23 launched its youngest SUV, the all-new *Urban Cruiser* to fortify its offerings in the segment and further cater to its young customers.

The compact SUV was launched at an event attended by TKM Managing Director Mr. Masakazu Yoshimura, Mr. Naveen Soni, Senior Vice- President, Sales and Service and Mr. Tadashi Asazuma, Vice-President, Sales and Marketing.

The special guest of honour, Bollywood actor Ayushmann Khurrana also took part in the launch event and spoke about his inspiring journey from being a radio jockey to a successful actor.

The Toyota *Urban Cruiser*, said a press release, is the second model to be launched in the country under the global Toyota-Suzuki alliance following the success of the premium hatchback *Glanza*.

The *Urban Cruiser* is designed for today's young achievers who are aspirational and believe in the concept that #RespectStandsTall, the release added.

*Urban Cruiser* will feature the new powerful K-Series 1.5 litre four-cylinder petrol engine and will be available in a choice of Manual Transmission (MT) and Automatic Transmission (AT) with a superior fuel efficiency of 17.03 kmpl and 18.76 kmpl respectively.

The compact SUV, according to the release, offers all



the high-end features that customers today seek in their cars. Moreover, it offers an early entry into the Toyota SUV family for the young and comes with Toyota's famed global standards of sales and after-sales service, it added.

The SUV offers Dual Front Airbags, ABS with EBD, Advanced Body Structure, Electrochromic IRVM, Hill Hold Control, Reverse Parking Camera with Display in Audio and ISOFIX Child Seat Restraint System.

Sharing his views, Mr. Yoshimura said, "Our entry into the compact SUV space comes at a time when the segment has gained much popularity due to its body type and superior road presence thereby garnering greater connect and appeal among today's youth. "

Mr. Soni said, "We are truly humbled by the faith reposed by the customers who made the bookings without even knowing the price points and the full list of features. To demonstrate our gratitude and provide an early-movers advantage for customers who pre-booked the *Urban Cruiser*, we recently announced the 'Respect Package', no-cost periodic maintenance for up to two years (or 20,000 kms whichever is earlier), that our customers are appreciating. Further, we are confident that the all-new Toyota *Urban Cruiser* will exceed their expectations and delight them in every aspect, be it performance, comfort and convenience or safety."



## On 75th Anniversary of Mahindra Group

# *Thar* debuts in new avatar



**M**AHINDRA & Mahindra Ltd launched all-new *Thar* on October 2, the day that Mahindra Group celebrates its 75th anniversary.

In its all-new avatar, *Thar* will be available in two trims, namely *AX* & *LX*, with prices starting at ₹9.80 lakh for *AX* series and ₹12.49 lakh for *LX* series (ex-showroom, all India).

Within the all-new *Thar*'s classic silhouette lies its contemporary styling, a quantum leap in terms of performance, everyday comfort & convenience, technology and safety, said a company press release. It will not only attract die-hard *Thar* enthusiasts, but also

appeal to all those who have always dreamt of owning an iconic vehicle, with all the bells and whistles of a contemporary SUV, added the release.

Among the key features of the all-new *Thar* are: BSVI-compliant engine options; choice of six-speed Automatic Transmission or a six-speed manual transmission; a variety of top options; seating options: 4 front-facing seats & 2+4 side-facing seats; drizzle resistant 17.7 cm touchscreen infotainment system, cruise control, adventure statistics display and a whole lot more.

Speaking at the launch, Dr. Pawan Goenka, MD &

CEO, Mahindra & Mahindra Ltd, said, "Over the years, the *Thar* has been a part of Mahindra's rich history and has found its way into the hearts of many as an object of desire. On the occasion of the Group's 75th anniversary, we have written another chapter in its glorious history. In its all new avatar, the *Thar* is a notch higher in its timeless appeal, owing to its ability of being as comfortable on paved roads, as it has always been off-road. We are confident that the *Thar* tribe will grow stronger as a new set of customers come into its fore, in addition to the traditionalists".



Mr Rajesh Jejurikar, Executive Director,  
Auto & Farm Sectors, M&M Ltd

According to Mr Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd., "Brand Mahindra is tough, edgy, and unique and the all-new *Thar* is its flagship brand. It embodies the value of Exploring the Impossible with a greater level of refinement and sophistication."

At the virtual launch of the new Mahindra *Thar*, Mr Akash Minda, CEO, Minda Industries Corporation became the Proud Owner of the first vehicle rolled out by the Mahindra Group.





# MG Motor unveils *Gloster*

## 'First Autonomous (Level 1) Premium SUV'

**M**G Motor India on September 24 introduced the country's first Autonomous (Level 1) Premium SUV *Gloster*.

The *Gloster* comes as the carmaker's third product in the country after *Hector* and *ZS EV*.

According to a press release, the MG *Gloster* comes with first-in-segment Advanced Driver Assistance System (ADAS). Some of its pioneering features include Adaptive Cruise Control (ACC), Automatic Emergency Braking (AEB) and Automatic Parking Assist amongst others like Forward Collision Warning (FCW), Lane Departure

Warning (LDW) and Blind Spot Detection (BSD).

MG has further come up with an on-demand Four-Wheel Drive that extends multiple driving modes in the *Gloster*. It is an Intelligent All Terrain System that provides enhanced control during vehicle off-roading with a dedicated rear differential and BorgWarner transfer case, a state-of-the-art electronic shift-on-the-fly technology.

It comes with seven different drive modes, namely 'Snow', 'Mud', 'Sand', 'Eco', 'Sport', 'Normal' and 'Rock'.

Speaking at the unveiling event, Mr Rajeev Chaba,



Mr. Rajeev Chaba, President & MD, MG Motor India and Mr. Gaurav Gupta, Chief Commercial Officer, MG Motor India at the unveil of MG Gloster



President and MD, MG Motor India, said, "We are beginning a new chapter in India's auto sector today with the launch of its First Autonomous (Level 1) premium SUV. There are multiple scenarios wherein *Gloster* can sense and make decisions to improve your overall driving experience with ADAS technology. In other words, *Gloster* is not just another car – it is a high-tech assistant that only thinks about you, your safety, and your comfort all the time."

MG *Gloster* further features MG i-SMART technology that considerably adds to the vehicle's overall experience. It includes several industry-firsts including Critical Tyre Pressure Voice Alert, Shortpedia App that gives short news summaries, and Anti-Theft

Immobilisation via Smartphone that remotely halts the engine ignition.

It comes with 3D maps from MapMyIndia which includes COVID testing centre locations in maps apart from various alerts like potholes and speed alerts. In addition to these, *Gloster* customers will also get Apple Watch connectivity and can operate their Gaana app with voice control, alongside personalised welcome and greeting messages.

ACC helps in maintaining a safe distance with other vehicles by adjusting speed and APA ensures automated parking, FCW alerts a driver about a possible collision via visual and acoustic signatures. Similarly, AEB activates braking intervention to prevent a collision with any four-wheeler or to decrease the speed of the same and LDW raises an alert upon departing from lanes.

Besides powering *Gloster* with AI technology and Computer Vision, MG has also integrated 360 degrees cameras and sensors to eliminate all blind spots with Blind Spot Detection. It further comes with PM 2.5 filter to help occupants breathe clean air.

# Kia drives in *Sonet*

**Third product to join its India portfolio**



**K**IA Motors launched its much-awaited subcompact SUV, *Sonet*, in the Indian market on September 18 starting at an introductory price of ₹6.71 lakh for the base HTE variant, extending up to Rs 11.99 lakh for the top-of-the-line GTX+ variant.

The company announced at the time of the launch that over 25,000 bookings of Sonet have already been registered with 1,000 bookings coming in each day.





Sonet is the third product to join the South Korean manufacturer's India's portfolio after the popular Seltos and Carnival luxury MPV. It has been positioned in the hotly contested sub-4 metre SUV space alongside Maruti Suzuki, Vitara Brezza, Tata Nexon, Hyundai Venue and Mahindra XUV300.

The new SUV will be made available in two trims concept - Tech Line trim and GT Line trim - as previously seen with the Seltos. While the Tech Line has been reserved for the lower and mid-spec variants, the GT Line will be added on to the top-spec variant. There will be as many as seven colour options along with three dual-tone colour themes.

As seen in the case of Seltos, Sonet's top-spec GTX+ (GT Line) trim will feature a number of unique cosmetic additions which make it the more aggressive looking model out of the two. It will get various red accents all around such as on the grille, doors, bumpers and the brake calipers. Also, on the inside, there will be specific GT Line seats with contrast stitching on the blacked out seats to give it a sporty appeal.

Sonet promises to offer one of the most feature loaded cabins in the segment. To start with, it boasts of a 10.25-inch HD infotainment screen, UVO connectivity options, Bose seven-speaker system with sub-woofer, LED Sound Mood Lamps, wireless smartphone charger with cooling function, ventilated front seats, air purifier, and much more. Some of its main safety features include six airbags, ABS with EBD, Vehicle Stability Management, Electronic Stability Control, Hill-Start Assist Control, and Brake Assist.

Under the hood, the Sonet will feature two petrol engine options – the Smartstream 1.2-litre and the performance-oriented 1.0-litre Turbo GDi. In addition to these, there will also be a 1.5-litre diesel engine unit.

The transmission options will be aplenty. There will be a 5-speed manual, a 6-speed manual, a 6-speed automatic, and a 7-speed DCT. A clutch-less transmission option in the form of 6iMT will also be available.

Mercedes strengthens AMG portfolio

# Launches the first-ever 'AMG 53 series' in India



Mr. Santosh Iyer, V-P, Sales & Marketing, Mercedes-Benz India and Mr. Mohan Mariwala, MD, Auto Hangar with the all new AMG GLE 53 4MATIC+ Coupé

LUXURY carmaker Mercedes-Benz on September 24 further strengthened its AMG portfolio with the introduction of an all-new stylish performance SUV Coupé - the *AMG GLE 53 4MATIC+ Coupé*.

The new *AMG GLE 53 4MATIC+ Coupé* that offers more power and performance dynamics also replaces the *AMG 43 Coupé* in India, and further builds on to the strength of the popular *GLE* SUV portfolio.

The release further said that formidable six-cylinder performance and race-bred driving dynamics are the

cornerstones of the *AMG 53* range

The *AMG* six-cylinder in-line engine with twin scroll turbocharging and F1 inspired 48 V EQ-Boost achieves 435 HP and an additional temporary 22 HP and 250 NM of electric output | 0 – 100 km/h in 5.3 seconds

The car features swanky new-generation telematics, Mercedes-Benz User Experience (NTG 6.0).

MBUX, the most intuitive in-car virtual assistant and infotainment system based on AI and ML in the luxury car segment, takes the 'always on' experience to a new level.

# Tata Motors launches *Harrier XT+*



Mr. Vivek Srivatsa,  
Head Marketing, PVBU, Tata Motors

**T**ATA Motors on September 4 announced the launch of the new XT+ variant of its flagship SUV – *Harrier*, at an introductory price of ₹16.99 lakh (ex-showroom Delhi). This announcement comes a few months after the launch of *Harrier* BS-VI in February 2020.

The introductory price, said the company, is being offered to celebrate the highly positive response received for *Harrier* BS-VI from the market. With a month-on-month consistent growth, *Harrier* has achieved its highest sales numbers in 15 months, it added.

The *Harrier*'s Panoramic Sunroof comes with the unique functionalities like automatic closure of the sunroof after parking for additional safety; anti-pinch feature; rain sensing closure and rollover

screen with black coating on glass. The XT+ variant also comes equipped with a host of other features.

Mr. Vivek Srivatsa, Head Marketing, PVBU, Tata Motors, said, "In line with our New Forever philosophy of continuously updating our product range with new products and features, we are delighted to introduce the latest variant of our flagship SUV – *Harrier* XT+. Since its launch, the *Harrier* has been loved by customers and the industry experts with its stunning design and exhilarating performance. We are confident that the introduction of the XT+ variant will further strengthen the appeal of the Tata *Harrier* by giving customers an option to experience a premium feature like the Panoramic Sunroof at an extremely attractive price."



## Tata Nexon XM(S) variant comes with electric sunroof

**T**ATA Motors on September 2 launched the XM(S) variant of *Nexon*. In a bid to cater to the growing customer demand, and to make premium features more accessible, the company is offering the XM (S) variant with an electric sunroof, said a press release issued by the company.

The new *Nexon* variant comes at a starting price of ₹8.36 lakhs (ex-showroom Delhi), making it the most affordable vehicle across segments with this feature, the release added.

Along with the electric sunroof, the XM(S) variant comes loaded with features like automatic headlamps, rain sensing wipers and steering mounted

controls. The variant also retains the existing features of *Nexon XM*.

Available in both petrol and diesel, the *Nexon* will come with two transmission options - Manual and AMT.

Commenting on the introduction of *Nexon XM(S)*, Mr. Vivek Srivatsa, Head, Marketing, PVB, Tata Motors, said, "We are elated to announce the launch of *Nexon XM(S)*, a product that will now allow our customers to enjoy superior features such as the electric sunroof at a compelling price. With this addition to our *Nexon* range, we will provide our customers with a premium driving pleasure and state-of-the-art features at attractive prices."





## Skoda unveils *Rapid TSI* Automatic Transmission

**S**KODA Auto on September 17 unveiled *Rapid TSI* Automatic Transmission at an introductory ex-showroom price starting from ₹9.49 lakh.

At the heart of the new *Rapid* is a TSI mill mated to

a six-speed torque converter. Displacing 999 cm<sup>3</sup>, the three-cylinder 1.0 TSI petrol engine fosters 110 PS (81 kW) of power at 5,000 to 5,500 rpm and 175 Nm of torque at 1,750 to 4,000 rpm.

The new *Rapid TSI* Automatic Transmission is calibrated for refinement, efficiency as well as performance, and perfectly fits the urban lifestyle of the Skoda Auto customers, said a press release.

The fuel-efficiency of the vehicle is exemplary, added the release. It offers 16.24 kmpl under standard test conditions.

Mr. Zac Hollis, Brand Director, Skoda Auto India, said: "With the introduction of a six-speed Automatic Transmission across the refreshed *Rapid TSI* range, the Czech marque has raised the benchmark within the segment. It is a reliable technology, provides a dynamic drive experience, and deems to be the best seller in its class."





# Ducati launches first BS-VI *Scramblers* *1100 Pro & 1100 Sport Pro*



Ducati Scrambler 1100 Pro and 1100 Sport Pro

**L**UXURY motorcycle brand Ducati on September 22 launched its first BS-VI *Scrambler*, the all-new *Scrambler 1100 Pro* and *1100 Sport Pro* in India. The new models are priced at ₹11.95 lakh and ₹13.74 lakh respectively.

Offering even more fun and performance, featuring an original design, the new Ducati *Scrambler 1100 Pro*

and *1100 Sport Pro* are the ideal choice for those who want to ride a motorcycle with a 1100cc L-twin two-valve engine with generous torque available right from the bottom of the rev range, said a press release issued by the bike-maker.

The *Scrambler 1100 Pro* also features a 15-litre steel tank that, combined with an all-new comfortable seat,

## Ducati Scramblers 1100 Pro & 1100 Sport Pro...

ensures that even the longest rides are enjoyed in comfort.

The motorcycle puts out a maximum power of 86 hp at 7,500 rpm and a maximum torque of 88.4 Nm at 4,750 rpm and is tuned for smooth delivery of power across the rev range. It is equipped with a six-speed gearbox and the clutch is a wet multi plate type with hydraulic control and a servo-assisted slipper function that limits rear wheel destabilisation during down-shifts.

Mr. Bipul Chandra, Managing Director of Ducati India, said, "Scrambler is one of the most characterful, free spirited and powerful entry-level Ducati in our portfolio. The new *Scrambler 1100 Pro* range takes those qualities a notch higher allowing riders to explore endless possibilities on their rides."

The *Ducati Scrambler 1100 Pro* stands out for its new two-tone 'Ocean Drive' colour scheme, combined with a steel Trellis frame and rear aluminium sub-frame, which are both black. A new right-side dual tailpipe and low-slung number plate holder ensure distinctive rear-end styling and, together with the new livery, give the bike a coiled, compact look.

Another hallmark is the framed headlight; inspired by the protective adhesive tape used back in the '70s, a black metal 'X' has been incorporated inside the headlight: a detail that makes the bike instantly identifiable, even with the lights off. At the rear, instead a full-LED taillight assembly emits a soft light, making use of a technology unique within the motorcycling world.

The *Ducati Scrambler 1100 Pro* twins are also at the forefront of electronics. They are equipped with Ducati Traction Control, regulated specifically for these models, and Cornering ABS, which ensures safety.



Mr. Bipul Chandra,  
MD, Ducati India

## TVS Radeon in two new colours



**T**VS Motor Company has introduced two new colours for its *Radeon* motorcycle. The colours are timed for the festive season and to commemorate the overwhelming response from the brand's three lakh customers within two years of launch, said a press release.

The brand has also launched a new Dhaakad campaign to showcase the motorcycle's best-in-class features and Ecothrust Fuel Injection Technology (ET-Fi) which improves mileage and drivability.

The two new exciting colours, part of the Dhaakad series, are named Regal Blue and Chrome Purple.



## September sales see further improvement

# Growth enters double digits

Vehicle Manufacturers	Sep'20 (W/S)	Sep'19 (W/S)	Aug.'20 (W/S)	Vs LM	Vs LY
Maruti	1,47,900	1,10,454	1,13,033	31%	34%
Hyundai	50,200	40,705	45,809	10%	23%
Tata	21,200	8,097	18,583	14%	162%
Kia	18,676	7,754	10,853	72%	141%
Mahindra	14,800	13,967	13,407	10%	6%
Honda	10,199	9,301	7,509	36%	10%
Renault	8,805	8,345	8,060	9%	6%
Toyota	8,116	10,203	5,555	46%	-20%
Ford	5,765	5,556	4,731	22%	4%
MG (Retail)	2,537	2,608	2,851	-11%	-3%
Volkswagen	2,050	2,550	1,470	39%	-20%
Skoda	1,312	1,233	1,003	31%	6%
Nissan	780	1,433	810	-4%	-46%
Fiat	554	603	468	18%	-8%
Total	2,92,894	2,22,809	2,34,142	25%	31%

**T**HE quick recovery witnessed in the automobile industry during the first two months post-lockdown continued in September with most manufacturers posting double-digit growth.

Market leader Maruti Suzuki India Limited (MSIL) saw an uptick of 30.8 per cent in its total sales over the same period the previous year. The company registered total sales of 1,60,442 units during the month, which include domestic sales of 1,50,040 units and 2,568 units for other OEMs. In addition, it exported 7,834 units.

The company emphasized that its performance during the period has to be seen in the context of lower base of September 2019.

With total sales of 3,93,130 units in Q2 (FY2020-21), Maruti Suzuki registered a growth of 16.2 pc over the

same period previous year, on a lower base. With this, it closed H1 with total sales of 4,69,729 units a decline of 36.6 per cent over H1 April-September (FY2019-20). The decline during the first half can be attributed to COVID-19 related disruptions.

The country's second largest carmaker Hyundai Motor India Limited (HMIL) sold a total of 50,313 vehicles during the month as against 40,243 in September 2019 clocking a growth of 25 per cent. The company highlighted that its latest models have contributed to its growth for September 2020.

Mahindra & Mahindra Ltd. sold 14,857 vehicles in September in the passenger vehicles segment, compared to 14,333 in September last year, registering a growth of 4 per cent. In the commercial vehicles segment, the company sold 18,907 vehicles as against 18,872 vehicles in September 2019. Exports for the month of September 2020 were at 1,569 vehicles.

Mr Veejay Nakra, CEO, Automotive Division, M&M, said, "At Mahindra, we are happy to witness a growth of 6 per cent in utility vehicles. It is also encouraging to see that the enquiry and booking levels in September were significantly higher compared to the previous months, both for UVs and SCVs."

Toyota Kirloskar Motor announced that it sold a total of 8,116 units in the month of September 2020 thereby clocking a growth of 46 per cent when compared to August this year. In September last year, the company had sold a total of 10,203 units in the domestic market.

Commenting on the performance, Mr. Naveen Soni, Sr. Vice-President, Sales & Service- TKM, said, "We are seeing demand pick-up and a lot more confidence

in our dealers, thereby witnessing a 14 to 18 per cent growth in orders when compared to last few months. September has been our best month so far, ever since the pandemic hit us in March 2020. Factors leading to this can be attributed to the pent-up demand amongst customers as well as the onset of the festive season."

According to information culled out from media reports, Tata Motors posted a whopping y-o-y growth of 141.7 per cent by selling 21,200 vehicles during the month as against 8,773 in September in September last year. Mr Shailesh Chandra, President, PVB, Tata Motors, said, "In September 2020, wholesales were higher than retail ahead of the festive season. Despite challenges owing to rising COVID-19 cases across the country, supply-side has been progressively improving."

Skoda Auto India retailed 1,328 units in the month of September 2020, as against 1,040 units in August 2020 – registering a growth of 28 per cent. The company also registered a retail growth of 7 per cent in September 2020 as compared to September 2019, according to an official press release.

While MG Motor India recorded 2,537 retail sales for September, Kia Motors registered its highest-ever sales of 1145 during the month, driven by Sonet which made its debut in the beginning of the month.

In the two-wheeler segment, Hero MotoCorp, the largest seller of two-wheelers the country, recorded total sales of 7,15,718 units in September 2020, which it claims to be the highest sales in a single month in the calendar year of 2020.

Bajaj Auto recorded its highest-ever monthly exports at 1,85,351 units in September 2020 with a growth of 16 pc. Its commercial vehicle sales, however, continued to decline.

The sales of commercial vehicles improved month-on-month with September 2020 witnessing single-digit decline as compared to the same

period last year. However, the overall inquiry levels of the segment are still at all-time lows despite the healthy uptick in demand from the e-commerce, FMCG and agriculture transport sectors.

Mr Girish Wagh, President, Commercial Vehicles Business Unit, Tata Motors, said, "In September 2020, the off-take was higher than retail, as we prepare for sequential improvement in retails in the coming months. Our BS-VI products are receiving very good response from customers."

Tractors' demand continued to be buoyant backed by a very good monsoon, higher kharif acreage and continued Government support. According to an Escorts spokesperson, the rural demand continues to remain positive led by lower base of last year, pent-up demand from COVID-19 related lockdowns, and fundamentally positive macroeconomic factors.





## FADA data for September

# PVs see positive growth for the first time on Y-o-Y basis

**P**ASSENGER Vehicles for the first time saw positive growth coming back on Y-o-Y basis, according to the monthly vehicle registration data for September released by the Federation of Automobile Dealers Associations (FADA) on October 8

With social distancing on customer's mind coupled with the Government's push to normalise business conditions further and banks becoming more considerate to finance vehicles, entry-level passenger vehicles saw good demand thus indicating a preference for personal transportation over public, said the data.

New Launches and Vehicle availability played their part as catalyst. A lower base during last FY also helped

the cause, it added.

Tractor sales continued their dream run as Kharif sowing witnessed record progress of area covered till date when compared to last year. With good Rabi season resulting in good disposable income, rural market also saw its rub-off effect on two-wheeler, small passenger vehicles and small commercial vehicles.

Overall, two-wheelers, three-wheelers and commercial vehicles continued to march ahead on M-o-M basis and inched up to narrow their gap with last year's sale even though pre-COVID levels are yet to be seen across all categories, according to FADA.



### The following are the highlights:

- Vehicle registrations in September continue to grow by 11.45 per cent on M-o-M basis but falls by -10.24 per cent on Y-o-Y basis.
- On yearly comparison, two-wheelers de-grow by -12.62 per cent, three-wheelers by -58.86 per cent and CV by -33.65 per cent. PV for the first time grew by 9.81 per cent since unlocking began. Tractor registrations continued its upward journey with a magnificent 80.39 per cent growth.
- With social distancing as the new normal, the Government's push to open urban areas and easing of vehicle financing, entry level passenger vehicles saw good demand.
- Tractor sales in rural India continues its positive run as Kharif sowing witnessed record progress of area covered till date (1,116.88 lakh Ha area sown compared to 1,066.06 lakh Ha area.)
- Dealer Inventory for both 2W and PV are at highest levels in anticipation of a good festive season. Any further increase in inventory coupled with festival dampener will have a catastrophic impact on the health of auto dealerships.

## ANAND EXECUTIVE BOARD



Mrs. Anjali Singh



Mr. Jaisal Singh



Mr. Mahendra K. Goyal



Mr. Manoj Kolhatkar



Mr. Jagdish Kumar



Mr. Sunil Kaul



Mr. S. Sarathi



Mr. Sumit Bhatnagar

## Anand Group goes for key management rejig

**T**HE Anand Group on September 21 announced significant governance and key management restructuring. The Supervisory Board of the Group has approved the changes and appointments which will come into effect from January 15 next year, said a press release.

Mrs. Anjali Singh, Executive Chairperson of the group, and its Group Supervisory Board, will be appointed Chairperson of a re-constituted Executive Board. Additionally, she will take over as the Chairperson of Spicer India, a joint venture between Anand and Dana Incorporated, USA. She will continue to serve as the Executive Chairperson of the group's flagship company, Gabriel India, said the release.

Mr. Jaisal Singh, Director, Group Supervisory Board, will, in addition, be appointed Vice-Chairman of a re-constituted Anand Executive Board. He will also be appointed Co-Chairman of Mando Automotive India, a joint venture between Anand and Mando Corporation,

part of the Halla Group, Republic of Korea.

Mr. Deepak Chopra will retire as Group CEO on January 15, 2021 after having served the company for 44 years. He will join the Group Supervisory Board, and will chair the Board's Operations Committee, as well as serve as a member of the Personnel Committee. Further, he will be appointed as Co-Chairman of Joyson Anand Abhishek Safety Systems, a joint venture with Joyson Safety Systems, USA.

Among the other changes involving Group Presidents are: Mr. Mahendra K. Goyal will assume charge as one of two Co-Chief Operating Officers along with Mr. Manoj Kolhatkar; Mr. Jagdish Kumar will continue in his role as the group's Chief Financial Officer; Mr. Sunil Kaul will be appointed the group's Chief Technology Officer; Mr. S. Sarathi will be appointed Chief Compliance Officer and Mr. Sumit Bhatnagar will be re-designated as Chief Human Resource Officer.



## SIAM-Grant Thornton survey findings

# Post COVID-19, preference shifts to personal mobility



Mr Rajesh Menon,  
Director General, SIAM

**T**HE Society of Indian Automobile Manufacturers (SIAM) and Grant Thornton India, released the findings of an opinion poll, titled, "Personal Mobility Experience post COVID-19".

The survey suggests a shift in preference, with more consumers likely to opt for owned vehicles, than travel by public transport. Seventy-three per cent of the respondents displayed their willingness to purchase new vehicles as the economy slowly revives.

While 29 per cent of the surveyed respondents planned to purchase a new vehicle over a period of 12 months, 8 per cent showed willingness to purchase new vehicle in the next six months. More than 56 per cent participants feel that it makes better financial sense to keep their current vehicle, considering the overall economic scenario at present.

Speaking on the survey, Mr Rajesh Menon, Director General, SIAM, commented, "The automobile industry was already witnessing de-growth even before the pandemic befell. COVID-19 has further intensified the situation. The survey revealed two clear trends on the personal mobility front. While most consumers are preferring personal mobility over public and shared transportation, the slowing economy and

its adverse impacts will continue to remain a cause of worry for consumers when it comes to making new purchases. On the other hand however, due to safety concerns in the wake of the pandemic, customers who earlier were not considering buying vehicles, have also now become potential buyers."

The automobile sector, said Mr Menon, "has traditionally been one of the most resilient sectors and findings of this aforementioned survey corroborates our optimism towards a healthy resurgence soon."

Also, as per the survey findings, more than 57 per cent of respondents in metro and non-metro cities, expressed that they are more likely to go for passenger vehicles for daily commute, when asked about the type of vehicle they are most likely to buy. Respondents also showed preference towards two-wheelers and electric vehicles (EVs), accounting for around 20 per cent each.

Overall, 68 per cent of respondents preferred to stick to the traditional concept of visiting showrooms for vehicle purchases. While 25 per cent were open to exploring online channels, only 7 per cent of the respondents preferred to use digital platforms.

## Castrol Study

# 'Tipping points' for EV adoption

A new study released by Castrol draws on the views of consumers, fleet managers and automotive industry leaders from across the country to reveal the factors driving EV buying decisions.

The study, 'Accelerating the Evolution', reveals that for consumers in India, a price point of ₹23,00,000 (or \$31,000), a charge time of 35 minutes and a range of 401 km from a single charge represent the 'tipping points' to achieve mainstream EV adoption.

The research also estimates that the annual EV market in India could be worth \$2 billion by 2025 if all three tipping points are met, pointing to a possible EV-powered low-carbon recovery for the automotive industry.

Sandeep Sangwan, Managing Director at Castrol India Ltd, said: "Castrol's global research shows that consumers are positive about making the switch to electric; buyers in India are keen to do so earlier than those in other markets. Although consumers in India are seeking a lower price point than consumers in other countries, they are also willing to accept a slightly longer charge time and a slightly shorter range."



Based on research from eight of the world's most important EV markets, Castrol's study examines five critical challenges that should be addressed to promote further growth in the EV market - highlighting the differing priorities for consumers and fleet managers.

The key findings from the opinion research, which was conducted from December 2019 to January 2020, include:

## 2022 - the year of the EV?

On average, consumers in India said they would consider purchasing an EV by 2022. This is two years earlier than the global average (2024). However, two-thirds (67 per cent) of consumers in India said they are adopting a "wait and see" approach. Over 40 per cent of fleet managers said they are waiting for competitors to make the switch before they do.



**Price is front-of-mind**

Price is the number one priority for consumers in India with 67 per cent of those surveyed saying that EVs are currently beyond their budget. The ₹23,00,000 (or \$31,000) 'tipping point' for consumers in India is lower than the global average of ₹27,00,000 (or \$36,000).

The study also finds that misconceptions about maintenance costs could be stopping consumers making the switch: 83 per cent of Indian consumers say that these costs were preventing them from buying a fully electric car. This suggests that many consumers are unaware that the overall average cost of ownership of an EV over its lifetime tends to be lower than an ICE vehicle.

**Shorter charging times**

Charge time was identified as the second most important challenge to the mainstream adoption of EVs, and consumers in India said they require an average charge time of 35 minutes before they would consider purchasing an EV. This is several minutes longer than the global average of 31 minutes. Nearly three quarters (72 per cent) of those questioned believe EVs will only dominate on the roads once they can charge in a similar amount of time as it takes to refuel an internal combustion engine (ICE) vehicle.

**'Range anxiety' is real**

Range was ranked third on the priority list, with 64 per cent of Indian drivers agreeing it is a significant barrier to mainstream adoption of EVs. On average, they expect a range of 401 km (from a single charge), approximately equivalent to the distance between Ahmedabad and Indore. This is significantly lower than the global 'tipping point' range of 469 km.





**For last-mile delivery operation**

## **EV Motors, Hero Electric partner to launch rapid-charging e-bikes**

**E**V Motors India (EVM) and Hero Electric on September 2 announced their partnership to offer a unique proposition supporting adoption of electric vehicles for last-mile delivery operation.

Under the partnership, EV Motors, a holistic turnkey electric vehicle solutions provider, will offer advanced battery solutions and charging infrastructure integrated with Hero Electric vehicles.

The plan is to run a pilot of around 10,000 e-bikes in few cities in the next 12 months.

These solutions, it said, are specially designed to meet the requirements of last-mile delivery operators, including e-commerce, online food, fleet operators and courier delivery businesses.

EVM will be integrating its hi-tech batteries with Hero e-bikes that can be supercharged in less than 30 minutes using the rapid charging station network 'PlugNgo' being set up by EV Motors. This quick charge feature makes daily vehicle operation of 130 km to 140 km stress-free.





## Nissan unveils *Z Proto*



**N**ISSAN on September 16 unveiled the *Z Proto*, signaling the company's intent to launch a new generation of the legendary Z sports car.

Shown at a virtual event beamed around the world from the Nissan Pavilion in Yokohama, the prototype car features a new design inside and out, as well as a V-6 twin turbocharged engine with a manual transmission.

First hinted at in a video named 'Nissan A-Z' in May, the Nissan *Z Proto* pays full respect to 50 years of Z heritage. At the same time, it's a thoroughly modern sports car, said a press release.

"The Z, as a pure sports car, represents the spirit of Nissan," said Nissan CEO Mr Makoto Uchida. "It's a key model in our Nissan NEXT transformation plan, and it's proof of our ability to do what others don't dare to do, from A to Z. As a Z fan myself, I'm excited to announce that the next Z is coming."



Mr Makoto Uchida, CEO, Nissan

# Hyundai's new *Tucson* gets 'Parametric Hidden Lights'



**H**YUNDAI Motor Company on September 3 revealed the first images of its all-new *Tucson*.

The new design highlights include the latest evolution of Hyundai's signature headlamp architecture called 'Parametric Hidden Lights' and a dual cockpit layout that offers personalised space intuitively optimised for a high-tech user experience.

For its fourth generation, Hyundai took the all-new *Tucson* to the next level of automotive design, making it the first C-SUV in its class to be available in two different dimensions, while sharing the same name.

"The mission of 'Sensuous Sportiness' is to elevate the emotional qualities of automotive design. We want our customers to feel moved. With the all-new *Tucson*, we are introducing its ultimate evolution and a definitive statement about Hyundai's unstoppable forward momentum," said Mr SangYup Lee, Senior

Vice-President and Head of Hyundai Global Design Center.

Hyundai's 'Sensuous Sportiness' design identity, first introduced on the new *Elantra*, brings an emotional punch to *Tucson's* avant-garde 'Parametric Dynamics' design theme.

*Tucson's* advanced exterior styling expresses what Hyundai designers call 'Parametric Dynamics' with kinetic jewel-like surface details that will have people doing a double take. Parametric Hidden Lights provide a strong first impression. These signature DRLs (daytime running lights) are seamlessly integrated into the jewel-like grille, only revealed when turned on.

Overall, the new *Tucson's* body is bigger and wider than previous generation models, offering a long hood and short overhangs on a stretched wheelbase that give it a sleek coupé-like character.

# Maruti Suzuki Subscribe now in Delhi, NCR and Bengaluru



**M**ARUTI Suzuki India Limited on September 24 announced the launch of its vehicle subscription programme for individuals in Delhi, NCR (Noida, Ghaziabad, Faridabad, Gurugram) and Bengaluru.

Maruti Suzuki Subscribe allows a customer to use a new car without actually owning it and by paying an all-inclusive monthly fee that comprehensively covers complete maintenance, insurance and roadside assistance.

The carmaker has teamed up with ORIX Auto Infrastructure Services India, a subsidiary of ORIX Corporation, Japan, to launch Maruti Suzuki Subscribe for these cities. Customers can choose to subscribe a new *Swift*, *Dzire*, *Vitara Brezza* and *Ertiga* from Maruti Suzuki *Arena* and a new *Baleno*, *Ciaz* and *XL6* from Nexa.

They can select duration ranging from 12 months to 48 months, as per their choice.

Announcing the customer centric programme, Mr. Shashank Srivastava,

Executive Director (Marketing and Sales) Maruti Suzuki India Limited, said, "The vehicle subscription market is new to India and as such offers a huge untapped potential. Globally, penetration of such leasing programme varies between 5 per cent and 30 per cent. The comprehensive Maruti Suzuki Subscribe initiative offers customers the multiple advantages and peace of mind from both reduction of maintenance costs and insurance renewal. The programme is especially focused to bring convenience to the individual customers."

Explaining the partnership, Mr. Sandeep Gambhir, MD and CEO ORIX India said, "We are excited to partner with Maruti Suzuki in the efforts to create customised flexible propositions for customers which will provide them a hassle-free and convenient car driving experience."



Mr. Shashank Srivastava, Executive Director (Marketing and Sales) Maruti Suzuki India



# EESL to procure 250 EVs from Tata Motors and Hyundai

*150 units of Nexon and 100 Kona make the grade through international bidding*



EESL procures 150 Tata Nexon EV

**T**HE Energy Efficiency Services Limited (EESL), a joint venture of PSUs under the Ministry of Power, will procure 250 electric vehicles from Tata Motors and Hyundai Motor India.

The companies, said an EESL press release, were selected through an international competitive bidding process which was aimed at increased participation.

Tata Motors Limited and Hyundai Motor India Limited won the tender and now will supply 150 *Nexon* electric compact SUVs and 100 *Kona* electric premium SUVs

respectively for Government use.

The letter of award for the procurement was presented to the two companies, in the presence of Mr. Guenter Butschek, CEO & MD, Tata Motors, Mr. Shailesh Chandra, President, Passenger Vehicle Business Unit, Tata Motors and Mr. Tarun Garg, Director – Sales, Marketing & Service, Hyundai Motor India Ltd.

The procurement, added the release, will utilise \$5-million from the recent grant provided by the Asian Development Bank. EESL has received financing from



(L to R) Mr Puneet Anand, AVP & Group Head-Corporate Affairs, HMIL, Mr Tarun Garg, Director, Sales, Marketing & Service, HMIL, Mr Rajeev Sharma, Chairperson, EESL, Mr Amit Kaushik, Executive Director, EESL, Mr Saurabh Kumar, Executive Vice Chairperson, EESL, Mr Y J Ahn, Executive Director- Corporate Affairs, HMIL

ADB towards the cost of scaling up and financing high priority areas like Demand Side Energy Efficiency Sector Projects.

Mr. Saurabh Kumar, Executive Vice Chairperson, EESL said, "A shift to EVs, facilitated by our e-mobility programme will reduce dependence on oil imports and promote power capacity addition in India. This will greatly enhance the energy security of the country and will also lead to reduction in GHG emissions from the transport sector. Furthermore, we're also working on rapid establishment of EV charging stations, which will give a fillip to the electric vehicle sales, going forward"

Mr. Seon Seob Kim, Managing Director & CEO, Hyundai Motor India Ltd, said, "Guided by our vision 'Progress For Humanity', we have been developing eco-friendly and human centric technologies that provide the best experience for our customers. As a caring and responsible brand, it is our privilege to align with the Government's goal for clean energy and collaborate with all stakeholders to create a sustainable ecosystem for electric mobility."

Mr. Shailesh Chandra, President, Passenger Vehicle Business Unit, Tata Motors, said, "Electric mobility is gaining ground in the country and partnerships such as these are pivotal for building the requisite momentum. We have been partnering EESL and are pleased to provide more EVs to them for Government use, enabling a smooth and sustainable transition to a future-oriented mobility solution."

The release further said, EESL will procure Tata *Nexon* at ₹14.86 lakh each, ₹13,000 cheaper than its ex-showroom price whereas Hyundai *Kona*, which offers a higher range, will be procured at an 11 per cent lower price band of ₹21.36 lakh and with a standard three-year warranty.

These electric vehicles will replace the existing fleet of petrol and diesel vehicles of the Central and state Governments.

EESL has already received an order for 300 long range EVs from The Agency for Non-Conventional Energy and Rural Technology (ANERT), Kerala to be supplied in the initial phase.

# Royal Enfield to set up local assembly unit in Argentina

*Goes outside India facility for the first time*



Royal Enfield's local assembly begins in Argentina in the presence of Alberto Fernández, President of Argentina



**R**OYAL Enfield announced on September 9 that it will commence local assembly of motorcycles in Argentina in partnership with Grupo Simpa, Royal Enfield's local distributor in the country since 2018.

It will be the first time in Royal Enfield's modern history that motorcycles will be assembled and produced outside the company's manufacturing facilities in Chennai, India.

The event for the local assembly announcement was graced by Mr Alberto Fernández, President of Argentina.

Argentina is among the biggest mid-size motorcycle markets in Latin America. Royal Enfield set up retail operations in Argentina in March 2018, with its first store in Vicente Lopez, Buenos Aires. Since then the company has expanded its retail network in the market



## Royal Enfield and Levi's ride along for capsule collection

**R**OYAL Enfield and Levi's have joined hands to bring a capsule collection that combines style, form and function. The collection is sure to catch the attention of motorcycle riders and denim fans alike, said a press release.

The collection includes jeans & jackets made from CORDURA denim with high abrasion resistance that is built to last. They are purposefully designed with features like armour slots for shoulder, elbow and knee, a 3D pocket with a hidden zipper, high visibility reflective tape and more.

In addition, there is a wide range of graphic t-shirts available in the collection, with designs created by a multi-disciplinary artist, Toria Jaymes.

"Our brand promise is to unleash authentic self-expression and this collection truly stands by that sentiment. Our collaboration game has always been strong, and we are excited to launch this one. Levi's and Royal Enfield have a lot in common in terms of the approach to product and quality. The product aesthetics and the functionalities set this collection apart



and I am sure the motorcycling community and even the rider at heart will love this collection," said Mr Sanjeev Mohanty, MD - South Asia & MENA, Levi Strauss & Co.

Commenting on the collaboration, Mr Puneet Sood, Head - Apparel Business at Royal Enfield, said, "Royal Enfield has a longstanding commitment of providing a 'pure motorcycling' experience to everyone in love with the motorcycling way of life; and this goes beyond the legendary motorcycles. We're delighted to be collaborating with a fellow iconic brand, Levi's. With a rich legacy and the cultural impact that both the brands have, the collaboration is a perfect fit."

### Royal Enfield to set up local assembly unit...

and now has five exclusive stores in Argentina. Overall, Royal Enfield has 31 exclusive stores and 40 other retail touchpoints in all of Latin American countries.

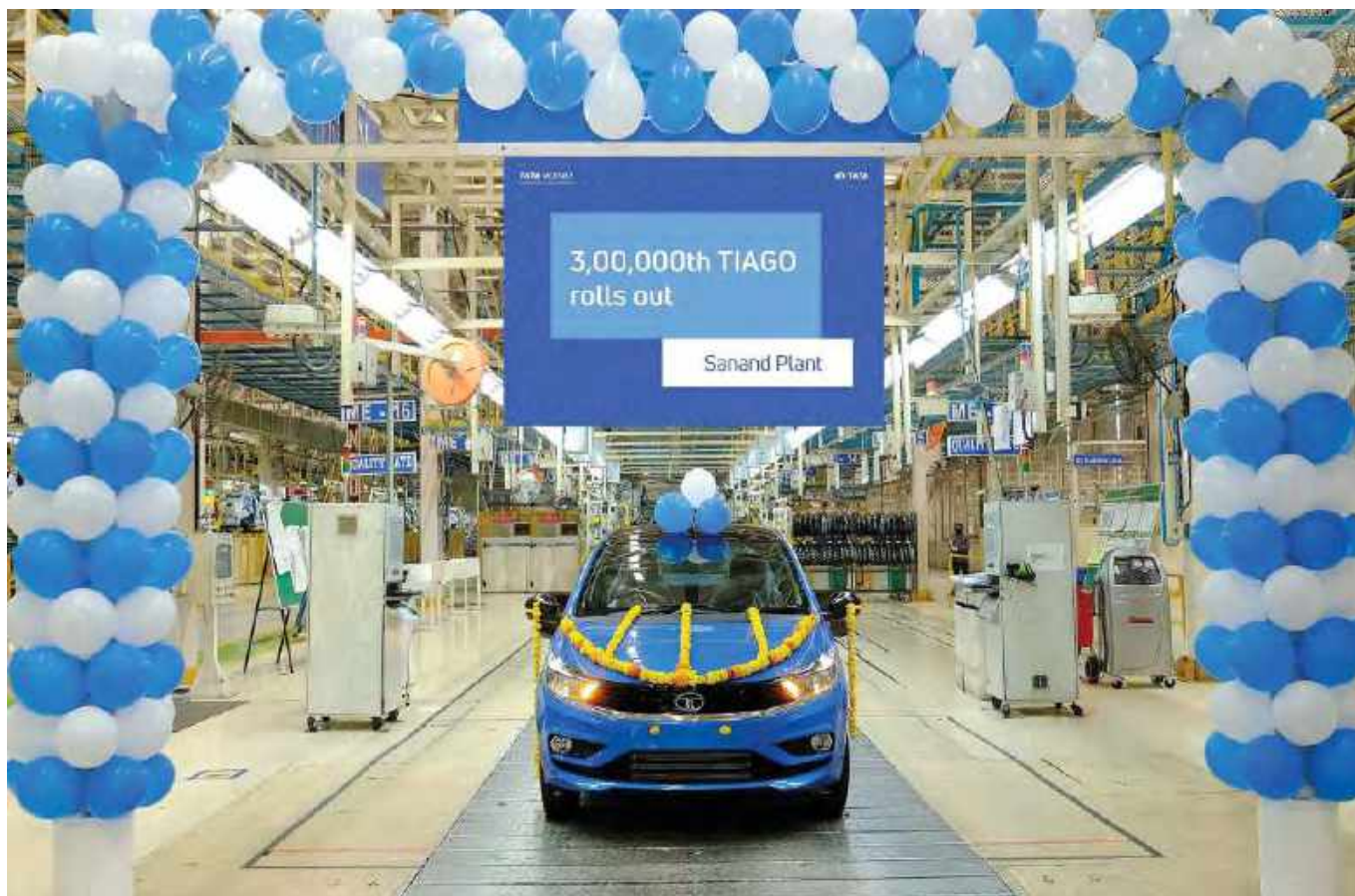
The local assembly unit in Argentina will be based at Grupo Simpa's facility located in Campana, Buenos Aires. To begin with, the plant will locally assemble three motorcycle models - the Royal Enfield *Himalayan*, the *Interceptor 650* and the *Continental GT 650* - starting this month.

Speaking about the announcement, Mr. Vinod K Dasari, CEO, Royal Enfield, said, "With a strategic view to

cater to growing demand and to gain significant market advantage, we have been pursuing our plans to set up local assembly units across specific markets in the Asia Pacific region and across South America. In the first of these, we are very happy to announce the first CKD assembly plant in Argentina.'

Brazil, Argentina and Colombia are among the three most important markets for Royal Enfield in Latin America. Beyond India (the biggest market for the brand with over 900 dealerships), Royal Enfield motorcycles reach consumers and enthusiasts in more than 60 countries worldwide.

# Tata Motors rolls out 3,00,000th *Tiago*



**T**ATA Motors on September 22 rolled out the 3,00,000th *Tiago* from its Sanand facility in Gujarat.

Launched in 2016, *Tiago* has been lauded in most quarters for its groundbreaking design, technology and driving dynamics. It was the first product under the IMPACT design philosophy and brought to the market a host of segment-first features at the time of its launch, said a press release issued by the carmaker.

*Tiago*, added the release, became the highest selling hatchback in the country in August 2018. Earlier this year, the company launched the BS-VI version of the car, which also became the recipient of the 4-star adult safety rating, awarded by the Global NCAP.



## Maruti Eeco celebrates its ten glorious years

**M**ARUTI Suzuki's Eeco is celebrating completion of its 10 glorious years.

With a successful run for over a decade, the iconic versatile van has crossed seven-lakh unit cumulative sales and enjoys an undisputed leadership with 90 per cent market share in the van segment, said a press release by the carmaker.



Eeco has earned the distinction of being ideal for family travel, while simultaneously being a dependable business vehicle. The multipurpose van has established a strong foothold with its excellent mileage, best-in-segment comfort, space, power, and low maintenance cost. Offering best-in-class safety, it is built for diverse use.

## Big Boy Toyz launches app



**P**RE-owned luxury car player Big Boy Toyz has launched an app whose features include car booking, 360-view of cars, videos of the inventory available, BBT merchandise and payment gateway. Comparison is also provided for the benefit of consumers, said a press release.

The app is available on both IOS and Android platforms.

Jatin Ahuja, MD & Founder, Big Boy Toyz, said, "With the launch of this app, we hope to increase our consumer base and make the purchasing of any vehicle from the brand a smooth sail for the consumers."

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# Ultraviolette receives Rs 30 cr investment from TVS Motor

**F**OLLOWING the successful unveiling of its motorcycle *F77*, Ultraviolette Automotive, an innovator in sustainable mobility, announced on September 3 that it had received an additional investment of ₹30 crore from TVS Motor Company. The investment is part of its latest round (Series B) of funding.

Ultraviolette Automotive set out to build the country's afirst high-performance electric motorcycle, *F77*, three years ago and unveiled its pre-production version in November last year, according to a press release issued bythe company.

Commenting on the additional investment, Mr Manu Saxena, Vice-President (Future Mobility & Dealer Transformation), TVS Motor Company, said, "Ultraviolette Automotive continues to demonstrate excellent engineering and technological capabilities and innovativeness in developing high-performance electric motorcycles. TVS Motor is excited to see the progress and developments made by the UV team and we are confident that these actions will go a long way towards establishing a greener future for India."

Mr Narayan Subramaniam, Founder and CEO, Ultraviolette Automotive Pvt. Ltd, said, "TVS Motor Company has always shared our passion for building globally competitive and futuristic mobility solutions, and we are excited about our continued partnership with them."

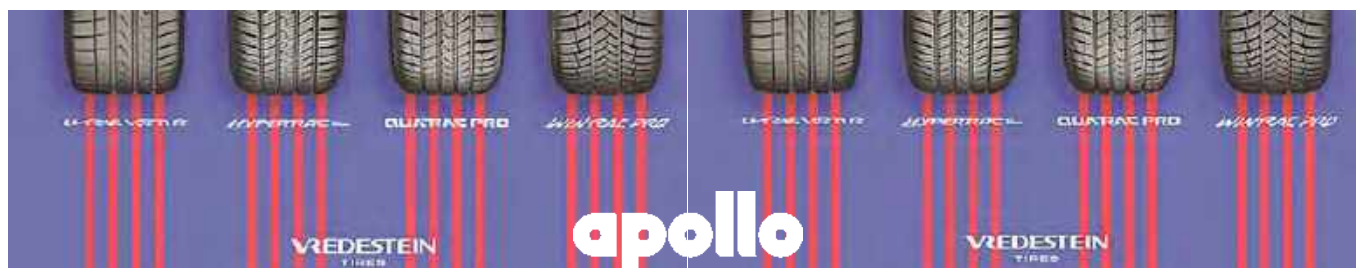
Mr Niraj Rajmohan, Founder and CTO,



Founders Mr Narayan Subramaniam, CEO and Mr Niraj Rajmohan, CTO with the Ultraviolette *F77*

Ultraviolette Automotive, said, "The *F77* was conceived with a single-minded purpose of creating an identity for electric mobility in India, and TVS Motor Company has been a strategic partner in this journey. Since the unveiling, we have received an overwhelming response from the market for the *F77*, and we have spent the last few months making critical enhancements both on the design and technology side to make the *F77* more efficient, responsive and powerful."

## Apollo Vredestein's product offensive in North America



**V**REDESTEIN, founded in 1909, and now owned by Indian tyre major Apollo Tyres Ltd, boasts a rich 111-year history of innovation and product development, and has established itself as one of Europe's highly regarded premium tyre brands.

In the US and Canada however, Vredestein is relatively unknown. That changed recently with Vredestein launching a comprehensive brand offensive backed by a full range of new tyre lines explicitly designed for and developed in North America.

The launch marked the culmination of a \$30 million research and development effort, said a company press release. The result was a complete line of ultra-high

performance tyres for North America's diverse geography and regional climates, an all-new high-performance tyre line aimed at some of the most popular vehicle segments and Vredestein's first-ever dedicated pick-up truck and SUV tyre.

"We learned that today's drivers place a greater premium on tyre performance versatility than ever before," said Mr Abhishek Bisht, Assistant Vice-President for Americas, Apollo Tyres Ltd. "In North America, we found that the customers want, and expect to feel supreme confidence across the wide range of road surfaces, conditions and climates they are likely to encounter during their travels," he said.

## JK Tyres range on Amazon



**J**K Tyre & Industries Ltd has associated with online marketplace Amazon.in to serve the buyers in the era of contactless purchase.

A press release said customers can avail doorstep delivery of JK Tyre's entire range of premium tyres leveraging the seamless connectivity offered by Amazon India's widespread network.

Selection on Amazon.in includes marquee products from JK Tyres for both passenger vehicles and two wheelers.

Commenting on the association, Mr. Srinivasu Allaphan, Director - Sales & Marketing, JK Tyre & Industries, said, "At JK Tyre, we are always mindful of the preference of our customers. Our association with Amazon India is a concerted effort to deliver the buyer community a seamless purchasing experience while simultaneously ensuring their safety."

# Volvo, HDFC Bank tie up for car finance services



Mr. Charles Frump,  
MD, Volvo Car India,

**V**OLVO Car India on September 16 introduced Volvo Car Financial Services in collaboration with HDFC Bank to enable buyers receive easy finance for a Volvo car of their choice.

The service facilitates finance of up to 100 per cent of ex-showroom price of the car and offers convenient repayment options, with no foreclosure charges under specific conditions, said a press release issued by the carmaker.

Loans can be availed for up to seven years. There is also an option to finance insurance, extended warranty, service package and accessories. Volvo Car Financial

Services allows a faster loan approval and a uniform processing fee, giving a hassle-free finance experience to buyers, added the release.

Mr. Charles Frump, MD, Volvo Car India, said, "Volvo Car Financial Services is a faster, flexible and cost-optimised solution to finance a Volvo car. It is an extension of our people-centric approach that allows customers the ease of owning our cars. We are extremely happy to partner with HDFC Bank - a premier banking institution and we are confident that this partnership would certainly instill customer confidence in our brand even more."

Mr. Arvind Kapil, Country Head, Retail Lending, HDFC Bank, said, "We are excited to partner with Volvo Cars to bring this service across its dealerships in India. Our endeavour is to provide not just convenience but an experience to customers availing of our range of products and services. To this end, this partnership is a win-win for all concerned as it offers customized and cost effective offers to customers."



# PumPumPum gets debt line from leading finance groups

**P**umPumPum, the only startup to offer used car leasing in the corporate and retail segment, has secured ₹2 crore debt line from ICICI Bank, Canara Bank and Kogta Financials.

The startup, said a press release, will primarily utilise the funds to accelerate its leasing platform and meet its asset financing requirements.

The firm has also received standing instructions of ₹10 crore on debt financing from ICICI bank and others. PumPumPum will utilise the capital to further extend its pool of cars by adding over 1000 more vehicles.

This is in addition to ₹2.2 crore seed funding secured recently from a LetsVenture Syndicate.

Mr Sameer Kalra, Co-Founder & Chief Growth Officer, said, "The fact that we have world-class financial institutions such as ICICI Bank supporting a niche category is a clear indication of the huge demand and opportunities that lies in the used car leasing space."

Elaborating on the current situation, Mr Tarun Lawadia, Founder & CEO, PumPumPum, said, "As people get used to living with COVID-19, pre-owned car leasing is moving from being a lifestyle and an aspirational product to a perfectly placed end-to-end mobility solution."

**pumpumpum**



# ABB provides charging solutions for Dongfeng Honda EV models



**A**BB chargers have been supplied to Dongfeng Honda, a joint venture between China's Dongfeng Motor Group and Japan's Honda Motor Company, to support final factory inspection of its best-selling models.

According to a press release, the ABB units have been installed in the electric vehicle assembly line allowing each EV to be test-charged before leaving the factory. They will also establish that every car can correctly receive both an AC and a DC charge.

The plant, located in the Wuhan Economic and Technological Development Zone in China's Hubei Province, mainly produces Dongfeng Honda's best-selling models.

Data from the China Association of Automobile Manufacturers shows more than 1.2 million EVs were sold in China in 2019, the second consecutive year of more than one million EV sales in the country.

China's New Energy Vehicle Industry Development Plan (2021-2035) estimates that by 2025, a quarter of new vehicles sold in China will be EVs; it further estimates that by 2030 China will have more than 64 million EVs.

## Mahindra touch-less payment options

**M**AHINDRA & Mahindra Ltd has introduced a new set of touch-less payment options for its customers. It has extended these special offerings for accessories, extended warranty and workshop-related payments for its entire range of vehicles.

These unique features, said a company press release, will enable customers to make payment through various payment options, at their leisure. The company is in the process of installing the devices/software at its dealerships and the facilities would be soon available across the country.

The company will be providing contactless payment options to the customers not only in showroom or workshop, but it is also extended to the customer's doorstep through physical POS/e-POS methods, which can accept all major credit/debit cards and e-wallets.

Customers will also be able to make payment through QR code or payment link shared via SMS by the dealer, from the convenience of their homes.



## And now, MINI Online Shop

**M**INI India has introduced the MINI Online Shop. A press release said, customers can start their journey from online to on-road by simply visiting shop.mini.in, their destination for everything MINI.

They can explore the entire MINI range, configure a MINI of their choice, locate the nearest dealer, request for a test drive or quotation, calculate EMI as well as book their vehicle at the click of a button.

Mr. Vikram Pawah, President, BMW Group India, said, "Creative and optimistic by nature, MINI is always up to something new. Digitalisation is transforming our world and is now becoming an integral part of the overall customer journey. As a progressive brand MINI has always differentiated itself in engaging with its customers and fans. With the launch of the MINI online shop in India, we are able to enhance our footprint across the country, providing access to new customers while making their journey with MINI a lot safer and easier."





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