

Logan Drivathon' takes Kolkata by storm

Auto

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Kolkata: Mahindra Renault recently organized the 'Logan Drivathon', a unique event aimed at highlighting the vehicle's superior mileage feature, for its customers in Kolkata. The mileage rally was a special customer-centric initiative focused on generating greater customer acceptability and endorsement.

Several Logan customers and their families assembled at Swabhumi, EM Bypass with diesel in all the cars topped up at a neighbouring pump. The rally covered a distance of approximately 50 km in the city of Kolkata with the cars passing through Wipro junction, Rajarhat, Nicco Park, Chingrighata, Science City, before returning to the starting point, where the amount of diesel consumed was measured and mileage determined.

All participants showed great enthusiasm during the event with more than 65% of them recording an average above 20 km/litre and 25% recording an average above 25 km/litre. The winning Diesel car clocked an average of 28.24 km/litre, while the winning Petrol car clocked an average of 26.97 km/litre. Logan owners also received some useful tips on fuel conservation at the event. National Rally Champion, Amitrojit Ghosh was also present to flag off the event and give away one of the prizes.

The Drivathon saw participation by the PCRA (Petroleum Conservation Research Association), with PCRA officials recording the mileage of each participating car.

A special entertainment programme followed the rally, with Logan owners enthusiastically joining in the fun.

The Logan was launched in April 2007 and since then has performed exceedingly well. Despite stiff competition and tough market conditions, sales of the vehicle have been strong over the past few months. During June-July, Mahindra Renault introduced two variants – 1.6 GLX petrol and 1.5 DLX dCi diesel – to enhance the Logan's product line. With these variants, the Logan is now available with seven trim levels and three engine options – 1.4 and 1.6 petrol and 1.5 diesel. The price of the vehicle ranges from Rs 4.35 lakh to Rs 6.51 lakh (ex-showroom New Delhi).

The Logan ranked first in the recently released J.D Power Asia Pacific 2007 India Initial Quality StudySM (IQS) in the Entry Mid-size segment with a score of 65 PP100. This study serves as the industry benchmark for new-vehicle quality measured at two to six months of ownership. Overall quality performance is based on both design quality and production quality problems per 100 vehicles (PP100).

The Mahindra Renault Logan Diesel also ranked at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96 in the recent TNS Total Customer Satisfaction Study. The 2007 four-wheeler Total Customer Satisfaction (TCS) study conducted by TNS specialist division, TNS Automotive, is the largest syndicated automotive study in India and represents the responses of more than seven thousand six hundred new car buyers.

The Logan is manufactured by Mahindra & Mahindra at its Nashik plant which has an installed capacity to produce 50,000 units annually in two shifts. The car was designed for the Indian market incorporating contemporary styling and design. The Logan is available in six colours, namely Toreador Red, Fiery Black, Sahara Beige, Mist Silver, Turf Green and Diamond White.

About Mahindra Renault

In February 2005 Mahindra & Mahindra and Renault decided to join forces to produce and commercialize the Logan in India. The joint venture is a 51:49 partnership between Mahindra & Mahindra and Renault. A facility with a capacity of 50,000 vehicles per year was set up in Nashik to manufacture the Logan.

The state-of-the-art Logan facility offers a body shop, stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan. The Mahindra Renault Logan was launched on April 3.

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