

## **Mahindra Renault Launches Logan**

*Auto*

*Author : mahindraadmin Category : Auto Published : 4/3/2007*

**Mumbai:** Mahindra Renault, a joint venture between M&M and Renault of France, today announced the launch of Logan in India. The Logan debuts in India with a host of class-defying features at an aggressive price. The Logan will roll out from Mahindra's plant at Nashik, which has been upgraded with an installed capacity to produce 50,000 Logan annually.

The Logan redefines its segment in terms of spaciousness as well as performance, technology with the latest generation dCi common rail engine. It has been designed for the Indian market incorporating a contemporary styling and design..

The Logan will be available in both diesel and petrol versions. The Logan will be available in six colours, namely Toreador Red, Fiery Black, Sahara Beige, Mist Silver, Turf Green & Diamond White and will be available in selected Mahindra & Mahindra showrooms with Mahindra and Renault branding in major cities across the country.

The price of the vehicle ex-New Mumbai for the Petrol 1.4 and 1.6 versions would range from Rs. 4.28 lakhs to Rs. 5.69 lakhs. The price for the Diesel 1.5 version would range from Rs 5.47 lakhs to Rs. 6.44 lakhs. The same ex New Delhi will be Rs.4.35 lakhs to 5.76 lakhs for petrol versions and Rs.5.54 lakhs to Rs.6.51 lakhs for Diesel.

**Mr. Anand Mahindra, Vice Chairman & Managing Director, Mahindra & Mahindra Ltd, said,** *"The Logan is a milestone for us as it marks our entry into the most competitive segment of the automotive market. The global quality platform of the Logan with its unmatched features makes it a landmark for the Indian car industry. The strengths of Renault and our passion for outperformance and customer centricity have offered a product that will appeal to the evolved Indian customer."*

**Mr. Carlos Ghosn, President & CEO, Renault SA, said,** *"Today signals a new step in Renault's global expansion. It marks the start of Renault sales on the Indian market and sees the first right hand drive version of Logan created to meet the needs of our Indian customers. I would like to congratulate the Mahindra Renault team here in India for demonstrating how much can be achieved in a very short period of time."*

**Mr. Rajesh Jejurikar, Managing Director, Mahindra Renault Ltd, said,** *"The Logan packs in the aspirations of the Indian car lover and sets standards in every aspect, space, safety and engine performance. Add to this Logan's fuel efficiency – 14 to 18 km/litre in Common Rail Diesel engine and 10 to 13 km/litre with petrol engine. The Logan delivers on our promise of great quality at a stunning price."*

The Logan is a wide bodied car, offers full and comfortable seating for three persons in the rear seat, which sports three separate headrests. Logan is the only product in its segment that offers these features for the middle passenger in the rear seat. It has a boot capacity of 510 litres, which is the best in its category.

Designed to cater to the aspirational requirements of customers, the Logan comes equipped with features that are truly world-class like air bag. Add to this the reliability and robustness of design, which have played a key role in Logan's global success since it was launched in 2004.

Logan has been adapted to suit the Indian driving conditions. The air-conditioning and heating system is designed to suit extreme climatic conditions that prevail in the sub-continent.

Logan – a vehicle for international growth for the Renault group

The Logan program was conceived with international development in mind, and contributes significantly to the growth target of 800,000 extra vehicles set by Renault Commitment 2009. By 2009, the production plan for Logan and its variants is 1 million.

Since its launch in 2004, Logan has proved to be a global success, both in emerging and established markets alike. Almost 450,000 Logan have been sold worldwide since it was launched. The Logan is being sold in 51 countries on five continents.

With the India entry, the Logan marks its first right hand drive variant.

### **Bookings**

The Logan will be available at M&M's dealerships throughout India in two phases. In Phase 1, the Logan will be launched in Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Pune, Nashik, Chandigarh & Ludhiana deliveries will start in May, followed by Phase 2 wherein the car will open for bookings in another 15 cities and deliveries will start from June. Details of further launches will be made available on the Mahindra-Renault website ([www.mahindrarenault.com](http://www.mahindrarenault.com)) and customers would be informed appropriately.

The company has set up a 24-hour toll free numbers 1800-22-6006 & 09935066006 for its customers.

### **Feel the Space**

The target customer groups for the Logan are families. This necessitated the need to have much more roomy interiors. The rear seating deserves a special mention for it offers generous headroom and legroom. A unique feature of the Logan is the third head-rest for the middle occupant in the rear seat. This is the only vehicle in its segment to offer this feature. The roominess has been further enhanced by the beige interiors that give a bright and plush feel to the occupants.

Another benchmark that Logan has set in its segment is the boot space it offers. With a capacity of 510 litre, the vehicle's boot can carry luggage – big and small – and of all dimensions. The shape of the boot provides a low loading platform and is protected by the boot lining from the upper part of the rear bumper.

### **State of the art technologies**

At the heart of the Logan is its state-of-the-art engine. This vehicle comes equipped with three engine options – 1.4 and 1.6 petrol and a 1.5 diesel. While the 1.4 petrol engine delivers 75hp, the 1.6 performs with 84 horses the diesel sibling gives 65 hp. Both the engines are meshed with a five-speed manual gearbox.

The car uses the tried & tested JH gearbox that has already proved its worth in the Renault range. Logan's torque has been greatly enhanced at low speeds by redesigning the profile of the cams. Despite its spacious dimensions, the vehicle is relatively lightweight. It complies with the emission standards in force in India and can be adapted to more stringent norms that will be applicable in future.

The power steering provides superior handling and enhances maneuverability with the help of a reduced turning radius of 5.25 metres. The driver gets an ergonomic seating position wherein he can view the

display for all the data. An alphanumeric display in the centre of the dashboard brings together warning lights and data supplied by the onboard computer. The car also boasts of low NVH levels.

### **Latest generation diesel engine**

The second-generation 1.5 dCi common rail diesel engine gives a performance that is yet unmatched in this segment. With the 1.5 dCi engine – a product of the Renault group's powertrain range – Logan offers driving pleasure combined with an astounding fuel economy (14-18 km/litre).

Emission levels too have been drastically reduced to 125g/km of CO<sub>2</sub> that makes Logan highly competitive among diesel cars currently on the market.

The second-generation common rail injection system developed for the 1.5 dCi is characterized by the supply of precisely the required quantity of pressurized fuel in a series of injections, improving the efficiency of combustion and saving fuel. The system also features dedicated injector calibration, enabling the injection timing and flow to be controlled for each injector individually.

### **Safety is the prime focus**

Logan's engine compartment layout allows stacking of powertrain components in the event of a frontal collision. In the upper portion, the load passes through the cowl-side reinforcement, door pillars and door panels. The load in the middle part is borne by the front cross-member. The sub-frame in the lower portion of the car helps absorb energy.

The central pillar protects the pelvis in the event of a side impact. The fuel tank has been placed under the floorpan to prevent being punctured in case of a collision from the rear. A cross-member in the back of the rear bench seat restricts the danger of objects in the boot entering the cabin.

Internally the dashboard is made of polypropylene that is effective in absorbing high energies. The glove compartment and rest of the lower part of the dashboard are designed to reduce impact on the legs and ankles of the front occupants.

### **Style exemplified**

Logan's exterior design is clearly highlighted by accented wheel arches and sleek body sides and bonnet. The rear lamp clusters, set at an angle, smooth out the car's structured edges. The Renault badge is placed prominently on the grille, with headlamps that give a sharp look to the vehicle.

### **Robustness and reliability**

The Logan project did not compromise on reliability and durability. Concerning engines, both petrol and diesel engines had already proved their worth in the Renault range. In addition, Logan underwent stringent tests covering a very wide variety of driving conditions to ensure real durability, with particular attention paid to protecting the bodywork. This was done by injecting wax into the box sections, systematic application of sealant on the external cabin joints and reinforced underbody anti-chip protection. Logan has been adapted to suit the Indian driving conditions. For example, the air-conditioning and heating system is designed to suit extreme climatic conditions that prevail in the sub-continent.

Low running and maintenance costs were also priorities. A top service quality will be ensured by the Mahindra dealer network.

### **About Mahindra Renault**

In February 2005 Mahindra & Mahindra and Renault decided to join forces to produce and commercialize Logan in India. The joint venture is a 51:49

partnership between Mahindra & Mahindra and Renault. An investment of about 100 million euros (Rs. 700 crore) was made to set a facility with a production capacity of 50,000 cars per year. The Logan will be rolled out from M&M's state-of-the-art factory located in Nashik, which offers a stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan.

### **About Renault**

Established in 1898, Renault is a group with a long history of car production. With an industrial and commercial presence in 118 countries, Renault designs, develops, manufactures and sells innovative, safe and environmentally-friendly vehicles worldwide. Its 128,893 employees contribute to a strategy of profitable growth based on three key factors: competitiveness, innovation and international expansion. Renault is Europe's leading brand, the only vehicle manufacturer to have eight cars with the maximum five-star Euro NCAP rating, and the winner of the Formula 1 World Championship for Constructors and Drivers in 2005 & 2006. Renault is accelerating its international development with the new Logan and pursuing the Alliance with Nissan.

Renault's activities are organized in two main Divisions:

#### **Automobile Division:**

Alongside Renault, this Division includes the brands Samsung and Dacia. The Automobile Division designs, develops and markets passenger cars and light commercial vehicles. In 2006, the contribution was down 0.8% compared with 2005, to EUR39,605 million (95,3% of total revenues).

#### **Sales Financing Division:**

This Division contributes to Renault's sales and marketing activities. It includes RCI Banque and its subsidiaries, making a total of some 60 companies underpinning the Group's international development. In 2006, the Division reported revenues of EUR1,923 million, 4.6% of total Group revenues.

### **About The Mahindra Group**

The US \$4 billion\* Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, [Mahindra Holidays & Resorts India Ltd.](#), Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its



Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies.

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