

Mahindra Renault Logan Sales zooms past 3000 units in March-2008

Auto

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Mumbai: Mahindra Renault Logan, India's first wide body passenger car, has registered outstanding sales figures of 3068 units in March 2008, registering a total annual sales of 25,890 with an overall market share of 12% in midsize car segment since its launch.

Mr. Nalin Mehta, Chief Operating Officer, Mahindra Renault said, 'We are extremely delighted with the remarkable sales clocked by the Logan in the month of March'08. This also coincides with the completion of what has been an exciting year with the Logan winning several accolades for its superior quality & performance. This milestone would not have been achievable without our loyal customers. The response to the 'customer referral scheme' that we had launched for our customers has been overwhelming.

The significant volume captured by the Logan in March '08, is an indication of the mid-sized sedan's superior mileage, performance and quality. The Logan has been clocking steady sales numbers in each month. 30% of the sales are through referrals from satisfied customers and this consistency has led the Logan to capture a significant share in the market vis-à-vis competition in the C segment.

The company is also planning to further increase its presence by expanding the dealership network. At the time of launch starting with just 28 dealership in 9 cities, currently the dealership network stands at 94 dealers spread across 75 cities. The company has a plan to increase the strengths of its dealer to 145 nos. 'This will help us to encash the ever growing potential of smaller emerging cities' said Mr.Nalin Mehta.

The Logan has been crowned with a number of esteemed awards ranging from the J.D. Power Asia Pacific 2007 India IQS, TNS Total Customer Satisfaction Study and J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution & Layout Study (APEAL). The Logan's fast climb in market share of the C segment, further exemplifies the fact that this award winning midsize sedan is

a truly customer–friendly vehicle.

About the Logan

The Logan has received a tremendous response since its launch and has been clocking steady sales numbers each month. It is among the top 3 selling sedans in India. The Logan has also received several prestigious industry accolades since its launch eight months ago. It has been named the 'Car of the Year 2007' by HT Cars & Bikes, a supplement of the Hindustan Times and also recently won the Business Standard Motoring Jury Award 2008.

The J.D. Power Asia Pacific 2007 India Initial Quality Study ranked the Logan as the 'Best Entry Midsize Car in Initial Quality', which is the ultimate measure in quality. The Logan received the lowest score of 65 PP100, i.e. Problems Per 100 vehicles, ahead of other leading passenger cars, indicating a high level of satisfaction experienced by customers. It has also been declared the leader in its segment in new vehicle design and performance in India, according to the J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution and Layout Study (APEAL). The 2007 four-wheeler total customer satisfaction study undertaken by leading market information provider, TNS, ranked the Mahindra Renault Logan Diesel at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96.

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. The state-of-the-art Logan facility in Nashik 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. Commercial sales began in May.

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