

Mahindra Renault Logan wins several industry accolades

Auto

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Synopsis:

Mahindra Renault Logan:

- Wins 'Hindustan Times Car of the Year 2007'
- Performs extremely well with lowest score of 65 PP100 (Problems Per 100 vehicles) in J.D. Power Asia Pacific 2007 India IQS
- Declared leader in its segment in J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution & Layout Study (APEAL)
- Tops 'Midsize Car – Diesel' segment of TNS Total Customer Satisfaction Study with exceptional score of 96

Mahindra Renault announces special celebratory invitation price for 45 days on fully loaded 1.4 litre Petrol variant

Mumbai: Mahindra Renault Logan, India's first wide body passenger car has 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.

The Logan 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.

To celebrate these achievements, Mahindra Renault is offering customers an attractive entry invitation price of Rs. 4.49 lakh per vehicle (ex showroom Delhi) on the fully loaded 1.4 litre Petrol variant. This limited period offer has come into effect from January 7 and will be available for 45 days from this date.

'We are extremely delighted to receive such prestigious industry accolades which are testimony to the Logan's solid build, performance and superior mileage. The special invitation price on the petrol variant is our way of inviting potential customers to join in the celebrations at Mahindra Renault. The Logan has been a huge success since its launch early last year, as reflected in the 12 per cent market share it has carved out in the C segment and with this attractive offer we hope to increase our customer base,' said Mr. Nalin Mehta, Vice President Sales & Marketing, Mahindra Renault Pvt. Ltd.

From December 2007, Mahindra Renault Ltd. increased the price of the Logan diesel variant amounting to between Rs. 10,000 and 12,000 more per vehicle. When launched in April 2007, the sales of the Logan had been estimated at a ratio of 70:30 for the diesel and petrol versions respectively and this ratio has been sustained through the last year.

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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