Mahindra Renault unveils new Logan variants at ninth Auto Expo

Auto

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New Delhi: Mahindra Renault, a 51:49 joint venture between Mahindra & Mahindra Ltd. and Renault SA, today unveiled new variants of its highly successful passenger car, the Logan, at the ninth Auto Expo in New Delhi. On display was the Logan Emerald (LPG Car-Eco Concept), the Fully Loaded Logan (an accessorized version) and the STEPPE (a spacious Concept Car meant for long road trips.)

'The Logan has been a huge success since its launch early last year, with customers perceiving it as a superb proposition. The variants displayed at the Auto Expo are based on both customer feedback and future trends in the automobile industry.

Today, with increasing numbers of vehicles on the roads, issues such as global warming have assumed greater importance. The Logan Emerald is part of our endeavour to reduce our carbon footprint by improving fuel efficiency, reducing CO2 emissions and developing feasible alternatives to petrol and

diesel,' said Mr. Rajesh Jejurikar, Managing Director, Mahindra Renault Ltd.

Logan Emerald

Sporting an ethereal sky blue shade to reflect its environment friendly qualities, the Logan Emerald is Mahindra Renault's first Liquid Petroleum Gas powered vehicle. Economical and eco-friendly, the Logan Emerald is equipped with an LPG kit developed in technical collaboration with Renault engineering and Landi Renzo. At present, the kit is undergoing evaluation tests and Mahindra Renault hopes to introduce it in the second quarter of this calendar year. The price of the kit will be approx. Rs. 35,000 – Rs. 45,000 with a tank capacity of 42 litres.

The car's multi-point sequential engine system, used for the first time in India, offers several advantages including longer engine life, better operating economy, smooth running and compliance with stringent Euro 4 norms.

The Fully Loaded Accessorized Logan

The sophisticated Purple tones and brand new interiors and exteriors of the Fully Loaded Accessorized Logan add a touch of royalty and style to the car. The vehicle's 14 inch alloy wheels enhance its overall appeal while original mud flaps not only keep the exteriors clean but also add a stylish edge. The sleek chrome muffler cutter is not just a visual treat but also prevents corrosion of the exhaust pipe. The special 'park master' parking sensor beeps to tell you how close you are to an obstacle.

Special grain leather upholstery gives the interiors a rich look and feel, while the wood finish centre console adds a touch of class. The Fully Loaded Accessorized Logan also boasts of a complete entertainment system, consisting of a 45 x 4 watt music system which plays CDs and is MP3 compatible. You can also use the Bluetooth facility and the ipod interface. The unique thermo cooler and warmer allows you to store food and beverages at the temperature of your choice.

STEPPE

With its earthy hues of brown, green and soft blue, the STEPPE evokes a feeling of being one with nature. A spacious Concept Car, it is idesigned for outings with friends and family. The vehicle has been designed to to evoke feelings of warmth,energy and fun. The exterior hues are complemented by the car's interiors which sport an organic trim line, etched leaf textures and tree shadows reflecting a feeling of being one with nature.

The STEPPE makes efficient use of space and offers flexi seating options for seven adults with the second and third row seats easily split to create more space. An extra fold-out rear seat only adds to the fun. A special roof rack and storage boxes in the rear allow you to carry more gear for those camping trips, while blue LED lighting adds some extra style to the car. Rear A/C vents, grab pull handles, wheel spokes and a detachable LCD monitor in the rear of the car enhance the STEPPE experience.

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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