

Kwid launch sparks price war with Alto

BS REPORTERS

Mumbai/New Delhi, 24 September

French car maker Renault on Thursday introduced sports utility vehicle (SUV)-inspired Kwid at an aggressive price of ₹2.56 lakh to compete against Maruti Suzuki's Alto and Hyundai's Eon.

The Kwid is priced attractively to take on the Alto 800 (₹256,311), which is the small car segment leader and brings sizeable volumes for Maruti, the country's largest player. The top-end variant will come at ₹3.53 lakh (ex-showroom, Delhi). The vehicle only comes in a petrol variant.

"Kwid is an attractive, innovative and affordable car, built in India with a localisation of 98 per cent. We wanted to be aggressive in pricing the car to give value to customers. This is India's most fuel-efficient petrol car with mileage of 25.17 km a litre. The cost of maintenance will be 19 per cent lower than the market leader," said Sumit Sawhney, country chief executive and managing director at Renault India.

Built on an all-new platform, the Kwid is Renault's latest attempt at marking its presence in the Indian car market where it has a share of less than two per cent.

The Kwid, which looks like a cross between a hatchback



Sumit Sawhney (left), CEO and MD, with Rafael Treguer, vice-president (sales & marketing), Renault India, at the launch of Kwid in New Delhi on Thursday

PHOTO: SÁLIP KUMAR

GO THE DISTANCE

Price (Delhi, in ₹, base variant)

1,99,500

2,56,311

3,30,789

2,56,000

	Tata Nano	Maruti Alto 800	Hyundai Eon 800	Renault Kwid
Engine (cc)	624	796	814	799
Peak power (PS)	37.5	48	56	54
Length (mm)	3,164	3,395	3,495	3,679
Fuel tank (litres)	15	35	32	28
Mileage (kmpl)	25.35	22.74	21.1	25.17

and a SUV, is a breakaway model from its competition, which other than the Alto includes Tata Nano and Hyundai Eon. With its high stance and bonnet, the Kwid's design draws

influence from once-popular elder sibling Duster. Renault officials refused to call the Kwid an SUV.

"We were not benchmarking this car against any other

vehicle. We wanted to create a new benchmark. Kwid will be a big contributor in helping us reach a market share of five per cent by 2017," Sawhney said.

About 175 Renault dealers across the country started to accept bookings of the car more than 10 days ago. Consumers could pay ₹11,000 to ₹25,000 as booking amount. Deliveries would start from mid-October.

There has been no entrant in the sub-one litre engine space since the time Hyundai entered the segment with the Eon years ago. Maruti and Tata Motors have been giving timely updates to their products to keep consumers excited.