Luxury cars brands hog limelight at Auto Expo 2012 by Rocky Singh

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The New Delhi Auto Expo 2012 saw an array of launches by Auto manufacturers. From car wheel alloys to bicycles and Ambulances to SUVs, the expo was the epitome of versatility of Indian Automotive Industry. The show stoppers were clearly car manufacturers in the luxury segment with plans to tap into the luxury car markets which has grown at an enviable 40% CAGR in the period 2010-2011.

German luxury car maker, Audi launched its Q3 model- a premium SUV in a compact-category form. It is sporty, efficient and versatile â€“ an urban vehicle that is equally comfortable on or off the road. Audi also showcased the electric hybrid model A3 e-tron. The A3 ccomprises of a 1.4-litre, 210 PS TFSI petrol engine and a 27 PS electric motor powered by lithium ion batteries capable of achieving a 6.8 second acceleration at a top speed of 232 kmph.

BMW launched its long awaited Mini brand of cars in India with Cooper, Cooper S, Mini Cooper Convertible and Mini Cooper S countryman with a price range of 24.9 lakh â€“ 31.9 lakh (ex-showroom Delhi).

The Italian manufacturer Ferrari, not the one to lose an opportunity to grab eye-balls, flaunted its glitzy range of supercars namely Ferrari California, gran turismo 599 GTB Fiorano, 458 Italia and Ferrari FF.

Mercedes Benz launched its premium SUV M â€“ Class, which is priced at Rs. 58 â€“ 60 lakh, and an open-top vehicle, SLS AMG Roadster, that comes with a price tag of Rs. 3 crore. The M-class has a top speed of 224 kmph and is equipped with 9 air bags to ensure the safety of its passengers.

UK â€“ based Jaguar Land Rover showcased four never before seen models in India. The Tata Motors owned company displayed Land Rover's Defender Concept 100 and Defender Concept 100 Sport and the Jaguar C-X16 and C-X75 models.

DC Designs unveiled the Indiaâ€™s first supercar, Avanti at the 2012 Auto Expo. Bollywood actor, Amitabh Bachchan made an appearance at the stall of the design house to unveil Indiaâ€™s very own super car.

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India's auto industry reported tremedous growth in all aspects; be it passenger cars, Utility vehicles, Vans/ MPV's, two wheelers, commercial Vehicles or three wheelers.

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