# Thousands lap up the many marvels at Auto Expo 2012 by Rocky Singh

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In yet another show of great ardor and support, scores of people visited Pragati Maidan to savor the brilliance of country biggest automobile extravaganza. Well into its fourth day, the New Delhi Auto Expo 2012 saw no dearth of visitors. With a number of interactive activities like street plays, road safety marches, free health and tyre checkup camps, the exposition is turning out to be a worthwhile experience for all in attendance.

CII Director General Mr. Chandrajit Bannerjee said, â€œAuto Expo is the largest automotive show in India and it promises great potential for both domestic and global markets. Keeping in line with the â€œEfficiency not Expenseâ€• tagline, a dozen electric and alternative-fuel vehicles have been launched a the expo, which are turning out to be great crowd-pullers. The large participation is further proof of Indiaâ€™s enthusiasm for automobiles.â€•

Stalls occupied by bigwigs of the automotive industry have managed to garner great interest among the visitors. Displays like those of BMW, Jaguar, Mercedes and Audi have generated great excitement and hype, and have managed to become the most popular destinations for auto buffs to gaze at the latest technologies on the offering.  The Mini Cooper series is one of the most sought-after new entries.

With a slew of launches from Maruti Suzuki, Mahindra, GM and Renault, the MUV market has stepped up their game.  MUV segment, considered to be a niche foreign playground, is now being explored by Indian manufacturers. Several SUV launches like the Maruti Suzuki Ertiga, Audi Q3 among others have also grabbed headlines. Compact cars are not the only vehicles in the limelight as the utility vehicles that are reveling in the public gaze.

"The Indian Auto Expo has become a priority destination for most automakers over the years when the country emerged the second fastest-growing car market and a global leader in truck and bus sales. This is the first time that the Auto Expo is focusing majorly on alternative fuels and hybrid vehicles. The Indian auto industry seems to be evaluating two paths in its move towards greener vehicles", said Mr. S Sandilya, President SIAM.

Mr. Arvind Kapur, President ACMA said, "India has a large aspirational population, this is reflecting in the excitement and enthusiasm of the people who are visiting the show in large numbers to look into the crystal ball of the future. This is a great moment for the auto component industry and a validation of the belief that we have the potential.â€•

International participants at the 2012 New Delhi Auto Expo found footing at other state pavilions of Pragati Maidan to showcase automotive components and accessories. A host of machinery and technology were displayed by original equipment manufacturers from countries such as Germany, China, South Korea, Canada, France, Hong Kong etc.  The Auto Expo saw companies like Kobelco, Sonus Electronic Corp, Visteon, Magna, JVC, JBL, Harman, World Tech etc. exhibit components such as fuel tank assemblies, car care products, clutch assemblies, emission technology, gearboxes, leather and upholstery, audio and music systems.

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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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