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Top 10 New Cars searched since 2011 by Siddharth Bharadwaj

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Last time we fetched you the 10 most searched cars in India, irrespective of the fact about their year of launch. Now, an independent and eminent global marketing research firm Nielson has conducted an offline survey on behalf of Google India in order to scrutinize the essential role-play of internet while choosing a car. This study was limited to most looked-for new cars that were launched in the year 2011.

These days majority (or over 50%) of car buyers have become smart enough in choosing their vehicle, as they not only rely on suggestions of their well-wishers, but also get a decent amount of research done on the internet about the specifications and other relevant detailing. There are over 50% of car buyers who hunt for their favorite cars online first, followed by getting into showroom to purchase them. And as far as authenticity of the information is concerned they largely count on the OEM (Original Equipment Manufacturer) sites.

The report states that segment-wise, Sports Utility Vehicle (SUV) division is flourishing the most with 83%, followed by premium cars with 82%, sedan at 75%, alongside luxury cars at 74% and finally the hatchback segment intensifying at 53%. These figures are based on year-on-year analysis.

So, itâ€™s time to discover those 10 top searched new cars that made debut in 2011.

1. Hyundai Eon:

Hyundai Eon, the small car from Korean carmaker is offered in frugal engine options of petrol and LPG, which make it more viable for the mass segment. Look wise, itâ€™s quite appealing and never feels subdued against any car, while the feature-filled spacious interiors and performance oriented 800cc engine concludes in a complete package at an ultimate price value.

2. Mahindra XUV 500:

It got an unimaginably marvelous opening that became talk of the town overnight across India. The Cheetah-inspired SUV- Mahindra XUV 500 - combines off-road and on-road stuff together in an elegant manner along with some high class interior elements and safety aspects that were never seen in an Indian SUV. All this and much more are wrapped under an aggressive price tag.

3. Honda Brio:

The compact hatch from reliable â€˜Hondaâ€™ stable, Honda Brio, is the only fact that has helped it gain immense popularity in India. The modish and cleverly engineered exteriors are the most alluring part besides the contemporary styling inside. The ultra refined and acclaimed iVTEC engine is the major selling point of this promising hatchback.

4. Tata Manza:

The imposing Tata sedan is offered in convenient choices of diesel and petrol engines that deliver best in class mileage. Another selling factor is the offering of variety of trims across to select from. The Tata Manza sedan provides with masculine appearance together with host of modern day features in its roomy and plush interiors.

5. Maruti Kizashi:

The luxurious sedan from Maruti Suzuki has got lavish premiumness inside-out possessing a true definition of luxury. In India, large chunk of premium car buyers want to consider Kizashi because it rides on quality and service assurance of Maruti, unlike other luxury carmakers who have limited presence across nation. The chic-beauty has got all it takes to be eligible for a proper premium sedan at an attractive price point.

6. Toyota Etios Liva:

The inaugural Toyota hatchbacks directly confronts with Maruti Swift, Ford Figo and Hyundai i20. The availability of diesel as well as petrol variants has made it a favorite among hatchback buyers. The mileage aspect of diesel variant has played a crucial role in attracting the customers. Moreover, Etios Liva is suitably price at what it offers.

7. Hyundai Verna:

The heartthrob of every spectator on road replicates the same zeal online too. The fluidic design of exteriors along with tons of advanced features makes Hyundai Verna one of the best-buy in India. Furthermore, the array of choices seems no end, with option in engine displacement and alternative fuel choices teamed up with picking of AT version in diesel and petrol versions.

8. Nissan Sunny:

The most rightly priced sedan in the segment has got overwhelming success rate since its launch, especially with its diesel motorized engine choice. The Japanese sedan is pretty appealing when it comes to fit and finish levels in the exteriors and interiors. The spacious inside jam-packed with numerous features makes Nissan Sunny the most comfortable and sophisticated.

9. Skoda Rapid:

This Czech beauty has got sheer premium emergence with exquisite exteriors and hand crafted plush-ness inside. The made for India sedan is available in petrol and diesel options to choose from, which are reasonably mileage-oriented. Despite of the fact that it is based on cousin Volkswagen Vento platform, it enjoys the uniqueness of its own that is felt in every aspect.

10. Ford Fiesta:

The new global model with innovative American design language has taken the market by a flutter, apart from one of its kind features on the console panel. Recently, the launch of Automatic Transmission (AT) version has grabbed everyoneâ€™s eyeballs, as it offers many segment first features along with assurance of low maintenance and greater mileage.

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Keep yourself updated with the latest information about a Hyundai Eon and a Honda Brio.

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