

## **CHAPTER – V**

### **FEATURES OF THE DIFFERENT MODELS OF CARS**

The Maruti Suzuki India Limited had introduced nine different models of cars, the Mahindra Motors Ltd., had introduced four different models, the TATA Motors Ltd., had introduced six different models and Hyundai Motor Company Ltd., had introduced five different models. As such to understand the perception of buyers of cars towards the models of four selected companies it will be interesting to briefly state the features of twenty four models of cars taken for the purpose of the study. As such, the objective of this chapter is to summarize the features of cars brand wise.

#### **A. MODELS OF MARUTI CARS**

Maruti cars are widely popular in India. Maruti Udyog Limited, established in 1981 by an Act of the Parliament holds a major share of the Indian car market and caters to almost every market segment with economic models. Popular Maruti sedan car prices range from rupees four lakhs forty thousand to rupees five lakhs. Popular Maruti SUV car prices range from rupees five lakhs to rupees seventeen lakhs. Maruti vans prices range from rupees two lakhs twenty five thousand to rupees two lakhs fifty thousand.

## **5.1. MARUTI ESTEEM**

Maruti Esteem was India's most popular Sedan. Earlier manufactured as the Maruti 1000, it was now called the Maruti Esteem. The Maruti Esteem with its petrol variants targets the middle class consumer with car prices between rupees five and six lakhs.

## **5.2. MARUTI OMNI (VAN)**

The Omni was a multi utility van for use in business as well as for the family travel. The Omni was just right vehicle to use within the city. It offers a turning radius of just 4.1 metre, negotiating this vehicle in tight lanes and congested traffic was an easy job for the driver. There was a lot of space for nearly a family requirement. It was ideal for individuals who require travel long distances or take their family members for a holiday. The Omni with its petrol variants targets the middle class consumers with van car prices range between rupees two and three lakhs.

### **5.2(a). Omni 5 Seater (Petrol)**

The Omni 5 seater was the compact van with a seating capacity of five. It was good for family use and transporting small groups of people. The Omni 5 seater was now available at a showroom price of around Rs. 7.5 lakhs with an on road price of around Rs. 8.2 lakhs including supplementary statutory charges.

### **5.2(b). Omni 8 Seater (Petrol)**

The Omni 8 seater has a seating capacity of 8 people. It was ideal for ferrying a larger number of people around the city. The Omni 8 seater was now available at a showroom price of around Rs. 2.28 lakhs with an on road price of around Rs. 2.56 lakhs including supplementary statutory charges.

### **5.2(c).Omni 5 Seater (LPG/Petrol)**

The Omni 5 seater (LPG/Petrol) offers the convenience of LPG with a reserve petrol capacity that can be utilized to get to the nearest LPG station in case the van runs out of LPG. New cars in this series have a showroom price ranging from around Rs.2.4 lakhs to around Rs. 2.7 lakhs inclusive of ancillary charges.

## **5.3. MARUTI VERSA**

The Maruti Versa was Maruti's larger and more optimum multi utility van with extensive features and specifications. The Maruti Versa with its petrol variants targets the middle class consumer with prices range between rupees four and five lakhs.

## **5.4. MARUTI 800**

It was the most compact car available in the Indian market. It was also dubbed as the people's car after the efforts of erstwhile Prime Minister Rajiv Gandhi. For many years, it was India's largest selling car. The Maruti 800 with its petrol variants targets the middle class consumer with Maruti car prices range between rupees two and two lakhs fifty thousand.

#### **5.4(a). Maruti 800 Non AC (Petrol)**

The Maruti (Hatchback) was the basic model with standard features and specifications. This variant has a showroom price of around Rs. 2.01 lakhs and on-road price of around Rs. 2.25 lakhs, which is inclusive of all charges such as insurance, octroi, registration charges, etc.

#### **5.4(b). Maruti 800 AC (Petrol)**

The Maruti (Hatchback) was the basic model with standard features and specifications. Basic air conditioning was also included. This variant has a showroom price of around Rs. 2.22 lakhs and on-road price of around Rs. 2.5 lakhs, which was inclusive of all charges such as insurance, octroi, registration charges, etc.

### **5.5. MARUTI ALTO**

The Maruti Alto has overtaken the Maruti 800 as the most popular car in the Indian Market. The Alto comes with great looks and a superior feel, yet with the economy and easiness of the Maruti 800. Maruti (Hatchback) The Maruti Alto with its petrol variants targets the middle class consumer with car prices between rupees two lakhs fifty thousand and three lakhs fifty thousand.

## **5.6. MARUTI ZEN**

The Zen was now called the Zen Estillo, which was Spanish for style. The new Zen Estillo has a perfect aerodynamic shape and a unique beam shaped body. The Zen with its petrol variants targets the middle class consumer with prices between rupees three lakhs and four lakhs.

## **5.7. MARUTI ZEN ESTILO LX (PETROL)**

The Zen Estillo LX was the base variant in the Zen Estillo series with standard features and specifications. At the showroom, this car costs around Rs. 3.25 lakhs with an on-road price of around Rs. 3.63 lakhs. This includes standard ancillary charges also. The Zen Estillo VXi is the top variant in the Zen Estillo series with top features and specifications. This variant has a showroom price of around Rs. 4.10 lakhs and on-road price of around Rs. 4.55 lakhs, which was inclusive of all charges such as insurance, octroi, Registration charges, etc.

## **5.8. MARUTI SWIFT**

The Maruti Swift was a new kind of low slung, wide body compact car that was a bit European but a lot more Japanese. Maruti has included a load of features on the exterior as well as the interior to give this car a sense of flawlessness and excellence in looks and performance. The Swift has more room and more aesthetic looks than any other car in the compact segment. The Maruti Swift with its petrol variants targets the middle class consumer with prices between rupees four lakhs and six lakhs.

TABLE - 5.1

## TABLE SHOWING THE RELATIVE FEATURES OF MARUTI CARS

Features / Models	Maruti Esteem	Maruti Omni (Van)	Maruti Omni			Maruti Versa	Maruti 800	Maruti		Maruti Alto	Maruti Zen	Zen Estilo Lx (Petrol)	Maruti Swift	Maruti Wagon R
			Omni 5 Seater (Petrol)	Omni 8 Seater (Petrol)	Omni 5 Seater (Lpg/Petrol)			800 Non Ac (Petrol)	800 Ac (Petrol)					
Diesel	x	x	x	x	x	X	x	x	x	x	✓	x	✓	x
Petrol / LPG	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Power Steering	x	x	x	x	x	✓	x	x	x	✓	✓	✓	✓	✓
Power Windows	✓	x	x	x	x	✓	x	x	x	x	✓	✓	✓	✓
Air Condition	✓	x	x	x	x	✓	✓	✓	✓	✓	✓	✓	✓	✓
Central Locking	✓	x	x	x	x	✓	x	x	x	x	x	x	✓	✓
Multipurpose	x	✓	✓	✓	✓	✓	x	x	x	x	x	x	x	x
Dual Fuel	x	x	x	x	x	x	✓	✓	✓	x	x	x	x	x
Price as on 31.03.2010	Rs.3,75,000	Rs. 2,65,000	Rs.2,65,000	Rs.2,71,000	Rs.2,80,000	Rs.3,85,000	Rs.2,35,000	Rs.2,35,000	Rs.2,35,000	Rs.3,15,000	Rs.4,00,000	Rs.3,29,449	Rs.4,49,882	Rs.4,50,000
Seating Capacity	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Engine (Swept Volume)	796cc	796cc	796cc	796cc	796cc	1298cc	796cc	796cc	796cc	796cc	1061cc	1061cc	796cc	1061cc
Luxury Car	✓	x	x	x	x	x	x	x	x	x	✓	x	✓	x
Mid Size	x	✓	✓	✓	x	x	x	x	x	x	x	x	x	x
Hatch back	x	x	x	x	x	x	✓	✓	✓	✓	✓	✓	✓	✓
Mini Car	x	x	x	x	x	✓	✓	✓	✓	✓	✓	✓	x	x

## **5.9. MARUTI WAGON R**

The Wagon R was yet another stunning family car from Maruti's stable. Although it comes with a boxy van-like look and posterior, the Wagon R has an exterior that makes every one stand and notice its presence. The curves and lines of the exterior designing add to the beauty of the vehicle. The Wagon R with its petrol and LPG variants targets the middle class consumer with prices between rupees four lakhs and five lakhs.

## **B. MODEL OF TATA CARS**

Popular Tata sedan car prices start with Tata cars at a bit below rupees four lakhs to Tata cars at a bit above rupees eight lakhs. Tata sedan cars include, popular Tata SUV car prices begin with Tata SUVs at a bit above rupees four lakhs fifty thousand to Tata SUVs at a bit below rupees ten lakhs.

### **5.10. Tata Indigo**

Tata Indigo was India's first Sedan model - a mid size C' segment completely indigenous sedan. For the price that it was offered, this model was quipped with a host of features that offer extravagant comfort and imposing luxury, offering complete value for money. The Tata Indigo with its petrol and diesel variants targets the middle class consumer with Tata Sedan cars between rupees four and eight lakhs.

### **5.11. TATA SUMO**

The Tata Sumo was now renamed as Tata Sumo Victa with vastly improved features and design. The Tata Sumo with its petrol and diesel variants targets the middle class consumer with Tata SUV cars between rupees four and seven lakhs.

### **5.12. TATA SAFARI**

The Tata Safari was the first SUV indigenously developed in India. One might consider it a bit obese and massive, but the Safari was a model to reckon with, due to its symbolism with the indigenous effort. The Tata Safari with its diesel variants targets the middle class consumer and offers Tata SUV cars between rupees seven and nine lakhs.

### **5.13. TATA INDICA**

TATA INDICA was the most desirable car of the Indian auto market for its great styling, price and low maintenance. Tata (Hatchback) The Tata Indica with its diesel variants targets the middle class consumer and offers an on-road price range between rupees two and five lakhs.

### **5.14. INDICA V2 DLE**

Indica V2 DLE promises enduring performance and complete reliability with its attractive looks and powerful engine. At the showroom, this car costs around Rs.3,42,000 with an on-road price of around Rs.3,83,000.



TABLE - 5. 2.

TABLE SHOWING THE RELATIVE FEATURES OF TATA CARS

Features / Models	Tata Indigo	Tata Sumo	Tata Safari	Tata Indica	Tata Indica V2	Tata Indigo Marina
Diesel	✓	✓	✓	✓	✓	✓
Petrol / LPG	x	x	x	✓	x	✓
Power Steering	✓	✓	✓	✓	✓	✓
Power Windows	✓	✓	✓	✓	✓	✓
Air Condition	x	✓	✓	✓	✓	✓
Central Locking						
Price as on 31.03.2010	Rs. 7,33,000	Rs. 8,00,000	Rs. 12,50,000	Rs. 3,83,000	Rs. 3,48,823	Rs. 7,00,000
Seating Capacity	✓	✓	✓	✓	✓	✓
Engine (Swept Volume)	1193 cc	2179 cc	2092 cc	1193 cc	1405 cc	1248 cc
Hatch Back	x	x	x	✓	x	x
Luxury Car	✓	x	x	x	x	x
Mid Size	x	x	x	x	x	✓
Mini Car	x	x	✓	x	x	✓

### **5.15. TATA INDIGO MARINA**

The Tata Marina was essentially modeled on the lines of a station wagon that combines the luxury of the sedan along with the roomy features and sizeable appearance of a MUV. The Tata Indigo Marina with its diesel variants targets the middle class consumer and offers Tata wagon cars between rupees five and seven lakhs.

### **C. MODEL OF MAHINDRA CARS**

Mahindra jeeps have reigned on Indian roads since 1949. Mahindra jeep assembly started from that year while collaboration with Willys jeeps came in 1954. Mahindra began manufacture of light commercial vehicles in 1965 jointly with Sperry Rand Corporation. In 1991, the Mahindra Commander was introduced followed by Mahindra Armada in 1993. In 1995, Mahindra Ford India was established. In 2000, Mahindra adopted a new logo and launched the Mahindra Bolero. 2001 saw the coming of the Mahindra Maxx, and 2002 witnessed arrival of the Mahindra Scorpio. In 2005, Mahindra established Mahindra Renault to build and market Sedans. Cars from Mahindra.

### **5.16. MAHINDRA BOLERO**

The Mahindra Bolero is Mahindra's leading presentation in the utility vehicle segment. It comes with a brand new style and time tested performance. The Mahindra Bolero lives up to its reputation of being a tough vehicle. The Mahindra Bolero with its diesel variants targets the middle class consumer with Mahindra SUVs at on-road prices ranging between rupees five and seven lakhs.

### **5.17. MAHINDRA SCORPIO**

The Scorpio was Mahindra's world class presentation and flagship adventurous SUV. The Mahindra Scorpio with its diesel variants targets the middle class consumer with Mahindra SUVs at on-road prices ranging between rupees eight and ten lakhs.

### **5.18. MAHINDRA LOGAN**

Mahindra & Mahindra had joined hands with French major auto brand, Renault, to launch Mahindra Renault Logan in India. The sedan boasts of fine tuned mechanical & technological upgradations such as three engine options in the form of 1.4, 1.6. petrol & 1.5 diesel. Each had varied speed limit as per their engine capacity which were even coordinated with a five – speed manual gearbox. The petrol engines can deliver an average of 10-13 km per litre while diesel engines can produce 16 to 19 km per litre.

The other salient features are :

- Spacious
- Trailblazing technology
- Strongly marked wheel arches
- Expansive interiors
- Wide-body
- Extra large boot volume
- Robust silhouette
- Easy entry and exit

## **5.19. MAHINDRA JEEP**

### **5.19(a). CJ Deluxe Model**

CJ Deluxe model was one of the late 80's/early – 90's Mahindra CJ-3B's built with rectangular headlights. Another unique feature of these Mahindras was a fiberglass grille and hood. Jeeps had front disc brakes, and the parking brake removed from the rear propshaft and operated by cable into the rear brake drums.

### **5.19(b). C.J Classic Models**

The CJ340 variation of the CJ-3B was the first Mahindra import into Great Britain, arriving from India via an assembly plant in Greece. The model was dubbed the Indian Brave. The name was later changed to the CJ Classic.

**TABLE - 5.3**

**TABLE SHOWING THE RELATIVE FEATURES OF MAHINDRA CARS**

<b>Features / Models</b>	<b>Mahindra Bloero</b>	<b>Mahindra Scorpio</b>	<b>Mahindra Logan</b>	<b>Mahindra Jeep</b>
Diesel	✓	✓	✓	✓
Petrol / LPG	x	x	x	x
Power Steering	✓	✓	✓	x
Power Windows	✓	✓	✓	x
Air Condition	✓	✓	✓	x
Central Locking	✓	✓	✓	x
Price as on 31.03.2010	Rs. 6,51,000	Rs. 8,00,000	Rs. 6,73,000	Rs. 5,50,000
Seating Capacity	✓	✓	✓	✓
Engine (Swept Volume)	22000 cc	2200 cc	1500 cc	2500 cc
Hatch Back				
Luxury Car				
Mid Size				
Mini Car				

### **5.19(c). MM540 Models**

MM540 model was dubbed the Marksman in the UK. With styling derived from the CJ-7, and different roofs available, it was still basically a variant of the CJ-3B.

### **D. MODEL OF HYUNDAI CARS IN INDIA**

Hyundai Motor India Limited (HMIL) was a wholly owned subsidiary of Hyundai Motor Company (South Korea) and was the second largest car manufacturer in India. Hyundai Motor India markets a great number of Hyundai passenger car variants in six segments. These include the Hyundai Santro in the B segment, the Hyundai Getz Prime in the B+ segment, the Hyundai Accent and Hyundai Verna in the C segment, the Hyundai Elantra in the D segment, the Hyundai Sonata Embera in the E segment, and the Hyundai Tucson in the SUV segment. Hyundai car models in India include

### **5.20. HYUNDAI SANTRO XING**

The Santro Xing was Hyundai's national favourite and the country's largest selling car in its segment. The wind tunnel designed body of the Santro presents a low drag co-efficient. Hyundai Hatchbacks One of the most popular cars for the middle class Indian consumer, the Hyundai Santro, with its petrol and CNG variants, offers an on-road price range between Rs. 3 lakhs and Rs. 5 lakhs.

### **5.21. HYUNDAI i10**

The new i10 features a host of exterior, interior, comfort and safety features that sets the pace for the new generation. Hyundai Hatchbacks Popular passenger car for the middle class Indian consumer, the Hyundai i10 (Hatchback), with its petrol variants, offers an on-road price range between Rs. 3,80,000 and Rs.5,20,000.

### **5.22. HYUNDAI MAGNA i10**

The Magna was the upper range model in the i10 series from Hyundai. It shares the same 1.1L iRDE engine along with its other siblings in the i10 range. At the showroom, this car costs around Rs. 4.05 lakhs and an on-road price of around Rs. 4.48 lakhs. This includes standard ancillary charges also.

### **5.23. HYUNDAI ACCENT**

The Accent was a mid sized sedan that virtually offers all the facilities of a luxury sedan. Available only in petrol version, it meets an entire array of expectations that connoisseurs have from a sedan. The Accent GLE is quite well-known in the Indian market. It had maximum features at a minimum price and generally perceived as a marvel of resource optimization both for the consumer as well as for the manufacturer.

**TABLE - 5.4**

**TABLE SHOWING THE RELATIVE FEATURES OF HYUNDAI CARS**

<b>Features / Models</b>	<b>Hyundai Santro</b>	<b>Hyundai i10</b>	<b>Hyundai Accent</b>	<b>Hyundai Magna i10</b>	<b>Hyundai Verna</b>
Diesel	x	x	✓	x	✓
Petrol / LPG	✓	✓	✓	✓	x
Power Steering	✓	✓	✓	✓	✓
Power Windows	✓	✓	✓	✓	✓
Air Condition	✓	✓	✓	✓	✓
Central Locking	✓	✓	✓	✓	✓
Price as on 31.03.2010	Rs. 4,34,000	Rs. 4,31,000	Rs. 6,40,000	Rs. 4,61,000	Rs. 8,63,000
Seating Capacity	✓	✓	✓	✓	✓
Engine (Swept Volume)	1086 cc	1495 cc	1495 cc	NA	1599 cc
Hatch Back	✓	✓	x	x	x
Luxury Car	x	x	✓	x	✓
Mid Size					
Mini Car					



#### **5.24. HYUNDAI VERNA**

The Verna comes as a mid sized sedan that has roomy interiors but presents itself with a compact exterior. The unique features of this model are nearly equally sized doors, a relatively short bonnet, and a stubby boot. The Verna was available in both petrol and diesel options which target middle class consumers. Variants have road prices ranging from around rupees Seven Lakhs to rupees Nine Lakhs Thirty Thousand.

#### **5.25. CONCLUSION**

Maruti had introduced so far 14 models of cars. The price of Maruti cars ranges from Rs. 2,65,000 to Rs. 4,49,882. The TATAs have introduced so far 6 different models of cars. TATA car prices range from Rs. 3,48,823 to Rs. 8,00,000 Mahindra had introduced 4 different models of cars and their prices range from Rs. 5,50,000 to Rs. 8,00,000. The Hyundai had so far introduced 5 different models of cars and their prices range from Rs.4,61,000 to Rs.8,62,000. While comparing the prices of the select four companies cars the Maruti cars are cheaper.