

Toyota, Maruti launch mkt drive for hybrid cars in UP

Japanese automakers Toyota and Maruti Suzuki are going all out to market their hybrid cars in Uttar Pradesh, aiming to cash in on tax waivers that upset many of their rivals.

The waivers have split auto industry, with Tata Motors, Mahindra and Mahindra and Hyundai arguing their sales of pure electric cars will suffer. Their lobbying to reverse the July decision failed last month and they now fear other states might follow suit.

At the Sunny Toyota showroom in Lucknow, salespeople have been tasked to call customers who visited in the last six months to tell them about the benefits of hybrid tax

waivers that will help them save \$15,800 on the luxury Toyota Vellfire model and \$5,200 on its Camry sedan. "Save big Order now and get your hybrid vehicle delivered right at your doorstep," said an Instagram ad by the dealer.

The campaign comes after a rare lobbying win by Toyota to get the state — which accounts for a tenth of India's car sales — to allow tax waivers on sale of hybrid cars, leading to roughly 10 per cent savings.

Government imposes a federal tax of 5 per cent on EVs while hybrids are taxed at 43 per cent, just below the 48 per cent for gasoline cars, but state taxes are extra and determined by local governments.



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