

Sedan will never go out of fashion: Hyundai

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New Delhi

Hyundai Motor India (HMIL) on Tuesday said the sedan shape will never go out of style and cars like Verna are being bought by youth because of futuristic designs and tech-laden features.

The company launched the all-new Verna sedan priced between ₹10.90 lakh and ₹17.38 lakh (ex-showroom, introductory prices).

RENEWED INTEREST

“There weren’t many new midsize sedan launches over the last few years and that’s why customer interest in sedans waned. Now, thanks to new entrants, there is a renewed interest in this body shape,” Tarun Garg, Chief Operating Officer, HMIL, told *businessline* on the sidelines of the launch here.

When asked about competition from new entrants like



(from left) Tarun Garg, COO; Unsoo Kim, MD and CEO, Hyundai Motor India, Minchul Koo, Head Asia-Pacific (India & China), Hyundai Design, Hyundai Motor Company, JT Park, Executive Director (Sales, Marketing, and Service), Hyundai Motor India Ltd, at the launch of Verna in New Delhi. KAMAL NARANG

Volkswagen Virtus or Skoda Slavia, and the newly-launched Honda City, Garg said, “more the merrier, and we have always welcomed a healthy competition and it is good for customers too. There are more investments coming in and a market is being created.” HMIL has already gotten more than

8,000 bookings of the all-new Verna till now, which was opened last month for the customers, and the company expects double the sales of the Verna from last year, Garg said.

Meanwhile, HMIL has discontinued the diesel engine in the Verna as according to Garg, “Diesel engines are now

more associated with big SUVs. In sedans, people prefer petrol engines.”

YOUTH’S CHOICE

He said over 40 per cent of Verna customers are around the age of 30 years and youngsters like the petrol Turbo engines over the diesel ones.

The new Verna comes with two engine options — the 1.5-litre petrol and 1.5-litre turbocharged petrol. It will also ensure a comprehensive safety package by offering advanced safety features to customers.

With 17 Hyundai SmartSense – Level 2 ADAS features, the new Verna uses automated sensing technology with radars (Front & Rear), sensors and camera (Front) to detect obstacles on the road and initiating corrective action and warnings, thereby offering comprehensive protection during all climatic and even foggy driving conditions, HMIL, said.