

India to play key role for Citroen: CEO

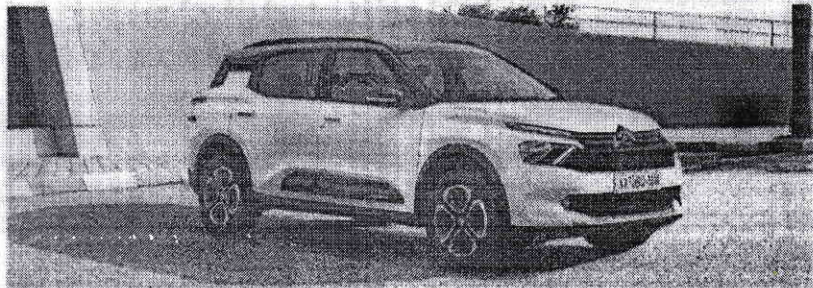
Our Bureau
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French carmaker Citroen said it is slowly and steadily growing in the Indian market and will accordingly expand its footprint with more launches in the future.

The company globally unveiled the India-made C3 Aircross SUV here on Thursday, which it plans to launch in the next three months. Its dealership network will be doubled to 60 by the end of this year and will cross 100 by 2024, senior officials at the company said.

"Citroen plans to grow globally by entering high-potential markets with affordable, locally-tailored products. Our goal is to achieve 30 per cent of sales in international markets outside Europe by 2025," Thierry Koskas, Chief Executive Officer, Citroen, told reporters here.

The all-new C3 Aircross, a 4.3 metre midsize SUV, marks a significant step for Citroen



NEW OFFERING. The C3 Aircross will be available in two configurations — a five seater and 5+2 seater

to reach a new group of customers looking for an appealing, value-for-money and spacious family midsize SUV that offers versatility of seating up to seven people, he said.

SALES TARGET

The car marks the second phase of Citroen's C-Cubed programme, announced in 2019, adding to the existing models hatchback C3 and all-electric E-C3. The C3 Aircross will be available in two configurations — a five seater and 5+2 seater. "The C3 Aircross is a highly-localised midsize SUV that caters to the needs of the Indian market, where SUVs hold a 40 per cent market share," Roland

Bouchara, CEO and Managing Director of Stellantis India, said.

"India is a key pillar of the Citroen strategy. It is a market that could very soon reach five million units (per year). We want to grow 30 per cent of our sales outside Europe," said Koskas.