

Toyota launches Rumion, price starts at ₹10.29 lakh

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TOYOTA KIRLOSKAR MOTOR (TKM) on Monday opened bookings for its multi-purpose vehicle Rumion. TKM also announced its pricing, ranging between ₹10.29 lakh to ₹13.68 lakh (ex-showroom), and said that customer deliveries will start on September 8.

Although the Rumion is a rebadged Maruti Suzuki Ertiga, TKM has priced it at a premium. For instance, the entry-level variant of the Rumion (₹10.29 lakh) is ₹1.65 lakh more expensive than the entry-level Ertiga (₹8.64 lakh), and the top-end



Deliveries of Rumion will start from September 8

Rumion (₹13.68 lakh) is ₹60,000 dearer than the top-end Ertiga (₹13.08 lakh).

Analysts say since Toyota has a stronger brand value, it knows customers can pay a slight premium for the 'Toyota' badge, and that's the reason all rebadged Maruti Suzuki cars

sold by the company are priced higher. For example, Toyota's Glanza petrol (₹6.81 lakh to ₹9.99 lakh) is marginally costlier than Maruti Suzuki Baleno petrol (₹6.61 lakh to ₹9.88 lakh). Similarly, Toyota's Urban Cruiser Hyryder petrol (₹10.86 lakh to ₹17.34 lakh) is pricier than Maruti Suzuki Grand Vitara petrol (₹10.7 lakh to ₹16.91 lakh).

Similar is the case with CNG variants of these four models, where Toyota is pricier than Maruti Suzuki. Even in strong hybrid models shared between the carmakers, Toyota enjoys a price advantage, despite the fact that mechanically these models aren't different.