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Audi India To Launch A1 In 2011



Audi's small car A1 is likely to hit the Indian roads by 2011. The smallest and the least expensive hatchback from the Audi stable, unveiled in the just concluded Geneva Motor Show, will first be launched in Europe this August. It is expected to be priced around €16,000 (about Rs 9.8 lakh). The premium small car may not come at a small price in India. A1's pricing in India could turn out to be a challenge for Audi as completely-built units attract 110% customs duty. We expect the A1 to cost close to Rs. 20 lakhs when launched in our country.



The Indian launch could be by the end of 2011 or in 2012. In India, compared to other markets, the small car segment is extremely big. This is quite developed, compared to the high-end where we see demand still very

small. But, on the lower end, there is a huge potential and A1 could be a major boost. The sporty premium compact car A1, which comes with turbo charged 1.2 and 1.4 litre petrol engines and 1.6 litre common rail diesel engine, plus a start-stop system, is globally pitched against BMW Mini and Alfa Romeo Mito. Audi also unveiled A1's electric version, the A1 e-tron, at the Geneva show. Top company executives said it would be launched by 2014-15.

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