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Audi Opens 18,000 Sq Ft Showroom In Mumbai



Audi India has inaugurated its new showroom in Mumbai (West) in the presence of Bipasha Basu, a proud owner of the Audi Q7. Spread over total area of 18,000 sq. ft. the showroom is based on the unique Audi Terminal concept with the honeycomb aluminium facade on the exterior. With a display area that can accommodate 12 Audi cars, the showroom will display the entire model range of Audi cars available in India. Audi Mumbai West will also house an Audi Shop and the Audi Exclusive Elements, where customers can order customised products and purchase a variety of Audi branded merchandise.

“India is a key growth market for Audi in the region. We have undertaken an intense growth strategy to expand our dealer network and offer an energetic product line and world-class services to our customers in India. Audi is focused on strengthening its national footprint to 18 locations by end of 2011 to cater to the fast growing demand for luxury automobiles in India. We are confident that our performance this year will mark the beginning of a new era for Audi in India.” said Andre Konsbruck, Executive Director Region Overseas, AUDI AG.

In addition, Audi Mumbai West service facility located at CST Road, Kalina, Santacruz (East), Mumbai, has been operating since March 2010. Spread over an area of more than 40,000 sq ft, the service facility has a capacity to service 22 cars per day and an additional capacity of 6 bays for accidental care. The technicians at the facility are trained to ensure that services provided to customers meet Audi globally established standards of quality. This world-class service facility as well as the newly opened showroom, reinforces Audi India’s commitment to Audi owners in the city.

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