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# **GMI Launches Chevrolet OK**



As we posted earlier about [Chevrolet OK](#), General Motors India has launched the Chevrolet OK Cars program to buy and sell pre-owned cars. The Chevrolet OK network of outlets is being rolled out nationally in a phased manner and will also buy all popular brands of cars in exchange for the sale of new cars from the Chevrolet stable. The pre-owned program from Chevrolet has since become operational in 9 outlets across 6 cities, with three outlets in Delhi and NCR, two outlets in Mumbai and one each in Pune, Hyderabad, Jalandhar and Ludhiana. The Chevrolet OK program will expand to 30 country-wide outlets by this year-end.

“With Chevrolet-OK Cars, GM India plans to set up a country-wide network of branded, pre-owned car sales outlets to offer our valued customers an experience very similar to buying a new car. The program will offer our customers mechanically and physically sound pre-owned cars, which will first be certified by highly qualified GM India-trained engineers after passing through a system of stringent checks and refurbishment,” P. Balendran, Vice President, GM India, said.

In a sector that is largely unorganized and very often unreliable, the Chevrolet OK Cars program will assure customers safety and surety of purchase and complete transparency of operations. The vehicles sold through these outlets will ensure very high mechanical and appearance standards set by GM India.

The cars offered through CHEVROLET OK, outlets will go through a strict, 110-point checklist by GM India trained engineers, a thorough vehicle reconditioning program, besides a detailed history check. Chevrolet OK Cars will be sold with a 1-year/15,000 km limited warranty, along with three labour-free services for Chevrolet cars.

The program will also provide an opportunity for additional revenue to GM India’s dealers across the nation and ensure the quality of pre-owned cars available to the customer. General Motors India, is in the process of appointing more dealers and authorized service outlets in urban and semi-urban cities to widen its network and reach out to its valued customers across the nation. GM India’s rapidly growing network of Chevrolet dealerships and service centres include 170 authorized sales points and 177 service outlets, while more are in the pipeline to support the increasing market demand for its products.

You can also find this article published on [GMI Launches Chevrolet OK](#), and on the tag pages [GM](#).