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Hyundai India Plans Product Onslaught



Hyundai is going on a product onslaught strategy in India. The Korean automaker has big plans for Indian customers with the launch of close to 15 models by 2015. With the entry of global car makers in India, Hyundai has seen a slight decrease in its market share and plans to counter that by offering more products to customers. The upcoming cars will feature Hyundai's latest styling theme, fluidic and will cater to not only the small car segment but even the premium segment. But Hyundai is not alone as even Maruti Suzuki had recently announced its plans to launch a array of vehicles to maintain its market share in the country.

So what could these 15 models be? To start off with Hyundai will launch an LPG version of the Eon, which will help the company counter increasing petrol prices. After the Eon LPG, we can expect the Sonata/i45 to make its way to nearby Hyundai showrooms. The Avante (or the new Elantra) is on the cards as well but we are yet to get any information on its Indian arrival. A small facelift of the i20 will soon makes it way and new variants of the i10 will be launched to counter the attack from Honda's Brio. Hyundai doesn't seem to be betting on a compact SUV, which has huge potential in India. The cheapest and most expensive SUV from Hyundai is the Santa Fe, which being a CBU is out of the reach of many.



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