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Land Rover Overtakes BMW In India



Land Rover is back and with a bang. The company has managed to outsell BMW and has taken the number 2 position in the premium SUV space. The Tata Motors owned company managed to sell 35 units against just 16 units by BMW in January. The number 1 player in the segment is undoubtedly Audi with 114 units sold by them. Mercedes struggled with sales of just 6 units of the M-Class. But we seriously wonder how long will [Land Rover](#) outsell BMW, as BMW plans to launch the X1 at a very competitive price.

Jaguar Land Rover also is on the track of profitability with Rs. 650 crore earnings last fiscal and net profit of Rs. 416 crore. It is believed that Land Rover sales were aided by its cheaper pricing compared to BMW products. Land Rover models start from Rs. 35 lakh and go up to Rs 1.11 crore while BMW's entry level X3 costs Rs. 55 lakh. Land Rover also has its entire portfolio on sales with the Freelander 2, Discovery 4 Sports Tourer, the Range Rover Sport and the Range Rover.

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