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Premier Auto Launches Zotye Rio



Premier Auto is back in the passenger segment with the launch of the Rio. The Zotye Rio is a compact SUV which measures less than 4 meters (gets the excise benefits) and is priced between Rs 5.25-5.95 lakhs (ex-showroom, Pune). The Rio is powered by the famed 1489cc Turbo Diesel engine from Peugeot which produces maximum power of 65bhp@4000rpm and maximum torque of 150Nm@2250-3000rpm at the rear wheels. The company claims a mileage of 16kmpl. While the complete auto industry is upgrading its cars to Bharat-IV, the RIO is only Bharat-III compliant and the company plans to upgrade it to Bharat IV before the new emission norms become compulsory in April, 2010.



The car has been launched in three variants (EX, DX, LX). The base variants has power steering, front power windows, central locking and audio system (MP3) as standard. The higher variants get ABS and alloy wheels. The Rio is available in 5 colours - red, white, silver, black and blue. With just 30 dealers across the country, Premier Auto needs to work on its expansion to 100 dealerships asap.

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