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Rolls-Royce India Stays Bullish



Super luxury car maker Rolls Royce Motor Cars Ltd, which sells the Phantom range of luxury sedans, is eyeing to sell 14 cars in India in the current calendar year, same as it did in the last year. The company, which has one dealership each in Delhi and Mumbai, completed its offering of the entire Phantom family in India with the introduction of Phantom Coupe priced at over Rs 4 crore. The other models in the family include the Phantom and its extended wheel-base version, besides the Phantom Drophead.

"India is a major market for us in the Asian region and we hope to sell as many cars in 2009 as we did last year and it is an achievement," Rolls-Royce Motor Cars General Manager (South and East Asia Pacific) Matthew J Bennett said.

Rolls Royce would also bring a new car from the RR4 family to India in the next year, coinciding with the product's global launch. Positioned below the Phantom range the new car is expected to be priced at around USD 2,80,000 in the US. The company fell short of its sales target of 16 cars in India for 2008. It had sold 12 units in 2007.

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