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Skoda India To Take Fabia Bookings Online



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Skoda India has decided to sell the [Fabia](#) entirely online which is a first of a kind initiative by an auto manufacturer. Selling the Fabia online would cut selling costs by 5-10% which is equivalent to Rs. 40,000-50,000 per car. Skoda, which does not offer any cash discount on the Fabia, will pass on the benefits to the buyer resulting in competitive price of the not so hot selling car. Buyers will need to interact with the dealer only for a test drive and at the time of delivery. Thus the booking process will be completely paperless.

"You will get the car through the dealership, but it will be available (for booking) only online," Thomas Kuehl, director, sales and marketing, Skoda India said. "We are working on something completely new for the first time for the Fabia," Kuehl added.

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