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Volkswagen India Targets 1 Lakh Units



Volkswagen aims to sell one lakh units in the Indian market by 2014, largely with the help of the Polo which it plans to launch next year. The launch of the Polo in both hatchback and sedan models in 2010 will help VW to move beyond the narrow confines of being viewed as a luxury brand only. The [new Polo](#) will be manufactured in the company's 3800 crore Chakan plant near Pune which has an annual capacity of 1.10 lakh units.

"We will be launching the hatchback model of Polo some time during the first half of next year and bring the sedan model in the fall of 2010," Volkswagen Passenger Cars Member of Board and Director Neeraj Garg said. "With the introduction of Polo, we will move into the mass-volume car market in India and we hope to take our sales to one lakh units by 2014," he added.

Volkswagen had sold 1,566 units in India during 2008. The company currently sells its sedan Jetta and Passat in the country, both assembled at the Chakan plant. Besides, it also sells the high-end Phaeton and Touareg, both imported from the company's mother plant in Germany.

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