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VW To Think Blue At Expo, No Up! Showcase



Volkswagen has released in a press release today its theme for the 2012 Auto Expo. The German car maker has adopted a Think Blue, Drive Blue theme, where in the company will be focusing on environment friendly and fuel efficient technology. The Volkswagen Passat was launched early this year and is equipped with BlueMotion Technologies. The third generation VW Beetle will be showcased too and the company is expected to commence bookings for the retro car in the first quarter of 2012. The 2012 Beetle is expected to be priced upward of Rs. 25 lakh and is an all new model ground up. The Volkswagen Up! which was recently spotted in India won't be displayed at the Expo and the company is having a tough time in positioning it as an Hyundai Eon alternative.

"The Auto Expo is one of the best platforms to showcase our latest and best to the Indian automobile enthusiasts and we are confident that the 21st century Beetle will be a cynosure of every visitor at the Pragati Maidan," Mr. Neeraj Garg, Member of Board, Director, Volkswagen India, said.







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