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Volvo's India Plan



Volvo Car India (VCI) on Sunday said it plans to strengthen its dealer network and sell 400-500 in the country by the end of this fiscal and launch 2-3 new models in future.

Volvo, which has 10 cars in its portfolio at the moment, is also looking at launching 2-3 new models in future after testing and seeing the market response in India, where it has so far sold 100 cars after its launch less than a year back.

Part of Volvo's portfolio at the moment include three sedans, 1 station wagon, two convertibles and three cross-over model range.

VCI, a division of Ford Motor Company, had launched two of its flagship models, Volvo S80, one of whose top end variant costing Rs. 44 lacs was gifted to Olympic gold medalist Abhinav Bindra, and Volvo XC90, in September 2007.

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