





Audi

Founded: 1910. Audi as we know it today, however, was formed in 1932 with the merging of 4 German firms - hence the four-ring logo.

Known For:

- Making 4WD (four wheel drive) a must have in the world of rallying beginning with the Audi Quattro in the 1980s. Thereafter adapting 4WD for mainstream road car production
- Most recently know for their impeccable high quality interiors and understated luxury

Part of the VW Group .

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/ Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
A4						
1.8 T	30	1781/4	160/225	10.5	10.5	
2.0 TDI (D)	32	1968/4	135/320	10.5	14.0	
A6						
3.0 V6	47-50	2976/4	220/290	9.3	7.5	
A8						
4.2	75	4172/8	335/440	8.2	6.0	
Q7						
3.0 TDI (D)	75	2967/6	230/500	9.1	-	
4.2 FSI	80	4163/8	350/440	-	-	


Bentley

Founded: 1920

Known For:

- Le Mans winning Blower Bentleys of the 1920s - 4.5 litre supercharged behemoths, however, the 6.5 litre Speed Six was more successful
- Unparalleled luxury with sporting intent

Independently owned till 1931, then taken over by Rolls Royce, and now owned by VW.

Continental GT	190	5598/W12	560/650	4.7	-	
Flying Spur	190	5998/W12	560/650	5.1	5.7	

BMW

Founded: 1913. BMW first built aircraft engines, hence the famous blue and white propeller logo.

Known For:

- Being drivers cars
- Consistently setting the benchmark in their class, especially with the 3 series
- While their new cars are bigger, more luxurious and perhaps even dynamically better than before, they seem to have lost a little bit of driver involvement

One of the few non-conglomerate independently owned car markers left in the world - one that is enjoying record-breaking sales greater than those of arch rival Mercedes Benz.

BMW is parent company of MINI and Rolls Royce.



	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
3 Series						
320i	28	1995/4	100/190	11.57	8.7	
325i	34	2497/6	158/246	9.03	8.3	
320d (D)	31	1995	115/330	9.39	11.7	
5 Series						
525i	44	2996/6	218/270	-	-	
530i	56	2996/6	260/300	6.7	10.7	
525D (D)	46	2993/6	220/500	7.3	12.8	
7 Series						
740Li	86.5	4000/8	305/390	6.8	8.9	
730LD (D)	79.5	2993/6	230/520	7.8	12.0	

Chevrolet

Founded: 1911

Known For:

- Being a true blue American brand
- Small block V8 engines that have powered a multitude of muscle, sports and racing cars over the decades
- Providing huge horsepower at affordable prices

In India:

- Their range is primarily from now defunct Daewoo - they're still good value and quality though

Part of the behemoth that is General Motors. GM's other brands include Buick, Cadillac, GMC, Hummer, Oldsmobile, Pontiac, Saab, Saturn and perhaps a few more that we can't think of.

Spark	3.2 - 4.1	995/4	63/90	15.93	14.1	
U-VA	4.2 - 5.1	1150/4	76/110	16.49	13.4	
Aveo						
1.4	6.3 - 6.8	1399/4	94/127	13.4	14.9	
1.6	7.2	1598/4	102/147	12.4	14.6	
Optra						
1.6	8.8 - 10.3	1598/4	104/148	12.5	14.4	
1.8	11.58	1799/4	115/156	10.7	13	
Magnum	9.5 - 10.9	1991/4	1205/314	10.8	13	
SRV	7.6 - 8.3	1598/4	101/140	13.1	12.8	
Tavera	6.4 - 10.7	2499/4	80/186	24	13.7	

Fiat

Founded: 1899

Known For:

- Dynamic and charismatic leaders like Gianni Agnelli
- Ferrari ownership - they bailed out Enzo Ferrari when he was having financial troubles, allowing him to go on building the worlds best racing cars

In India:

- The Italian giant still has life in it yet

The Fiat Group has ownership of some very evocative makes like Ferrari, Maserati, Lancia and Alfa Romeo.

Palio Stile						
1.1	3.8 - 4.2	1108/4	57/90	20.5	12.6	
1.6 Sport	4.8	1596/4	100/140	12.0	10.6	

Ford

Founded: 1903





Known For:

- Establishing the methodology for mass car production - perhaps even the assembly line as we know it today
- Beating Ferrari at Le Mans with the GT40 in the late 60s
- The Mustang

In India:

- The Fiesta has brought their range up to date. The price cut on the Fusion has made the car good value for money
- Clearly a force in India, though they're having trouble back home

Ford also has ownership of evocative brands like Jaguar, as well as Volvo, Land Rover and several others - although Aston Martin (part of their Premier Automotive Group) has recently been sold.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Endeavour	16 - 17	2499/4	143/330	14.0	10.7	
Fiesta						
1.4	6.4 - 6.7	1400/4	82/127	13.2	15.4	
1.4 TDCi (D)	7.6 - 8.7	1399/4	68/160	17.0	18.3	
1.6	7.1 - 7.2	1596/4	101/146	11.4	15.0	
Fusion	6.4	1596/4	100/143	11.7	14.8	
Ikon						
1.3 Flair	5.3	1299/4	70/105	14.5	14.5	

Honda






Founded: 1948

Known For:

- Build quality and high tech, high revving engines
- Making some of most powerful naturally aspirated engines in the world
- Showing the world that performance and good fuel economy in a road car are not mutually exclusive

In India:

- Honda should be applauded for brining the fantastic new Honda Civic to India at the same time as its global launch
- Acura is Honda's luxury brand in the US market

City						
1.5	7.3 - 7.8	1497/4	78/125	14.0	17.2	
1.5 CVT	8.50	1497/4	78/125	15.6	17.2	
VTEC	8.5	1497/4	101/132	11.3	16.9	
Accord						
VTiL	16.0 - 16.8	2354/4	144/196	11.5	11.5	
V6	18.6	2997/6	224/276	9.5	8.5	
Civic						
Manual	11.8	1799/4	132/172	10.3	10.7	
Automatic	12.1	1799/4	132/172	12	10.0	
CR-V						
Manual	19.1	2354/4	161/218	10.96	9.3	
Automatic	19.9	2354/4	161/218	10.51	8.0	

Hyundai

Founded: 1967

Known For:









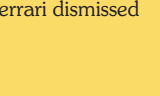


- Like the Japanese did in the past, Hyundai showed the world that Asians, in this case the Koreans, can build world class cars

In India:

- Gaining market share fast
- Will be ones to watch given the rate at which their range is improving

Owners of another Korean carmaker, Kia, which is also expanding its presence in the world.



	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Santro Xing	2.8 - 3.9	1086/4	63/89	16.7	15.5	
Getz Prime						
1.1	4.1 - 4.6	1086/4	66/101	17.0	13.5	
1.3	5.3 - 5.7	1341/4	83/116	14.5	12.5	
Accent						
GLE	5.8	1495/4	94/123	13.8	13.1	
GLS	6.7	1599/4	102/141	13.2	9.5	
CRDi (D)	7.7	1493/4	82/187	13.5	13.8	
Verna						
1.6	6.8 - 7.5	1599/4	103/145	12.4	12.07	
1.5 CRDi (D)	8.0	1493/4	110/235	10.6	11.23	
Sonata						
Embera M	15.0	2359/4	162/219	9.6		
Embera A	15.6	2359/4	162/219	11.5	8.9	
Tucson						
2.0 CRDi (D)	17.3	1991/4	112/245	14.1	10	

Lamborghini

Founded: 1963


Known For:

- Being a part of every schoolboys dreams
- Showing the world that a tractor maker can also make very desirable supercars
- Also showing the world that spite can be a very motivating force - Ferruccio Lamborghini decided to build his own cars after Enzo Ferrari dismissed his suggestions / criticisms

In India:

- Like elsewhere in the world, but more so in India, strictly for the very wealthy

Owned by Audi, part of the VW Group.

Gallardo						
5.0 Coupe	210	4961/10	500/510	3.9	5.9	
5.0 Spider	220	4961/10	520/510	4.2	5.8	
Murcielago	310	6192/12	640/660	3.8	4.7	

M&M

Founded: 1945. The automotive division was officially created in 1994, although its origins dated back to 1954 when M&M began producing the Willys Jeep.


Known For:

- Showing the world that Indigenous design and development is fast improving and capable of producing world class vehicles

In India:

- The Scorpio has a great deal of aspirational value in the domestic market
- While improving steadily, they still have some way to go before they can succeed in most European markets

Part of the very dynamic M&M Group.

Scorpio (D)	7.9 - 9.2	2609/4	110/255	21.6	10.5	
Bolero (D)	6.4 - 6.6	2523/4	63/180	31.9	10.3	

Mahindra Renault

Founded: 2005

Known For:

- Being a ground breaking JV between one of the largest manufacturers in Europe, Renault, and one of the most ambitious in India, M&M
- The Logan was designed for developing markets like India, with a focus on durability and low cost

In India:

- This JV marks the entry of Renault into the Indian market, as well as the entry of Mahindra into the very competitive passenger car segment
- Mahindra Renault Pvt. Ltd. is a 51:49 partnership between Renault of France and Mahindra of India.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Logan						
1.4	4.7 - 5.2	1390/4	75/110	-	-	
1.6	6.3	1598/4	85/128	13.45	12.1	
1.5 (D)	6.0 - 7.1	1461/4	65/160	17.15	16.4	

Maruti

Founded: 1981

Known For:

- Bringing the Indian automotive industry into the modern era
- Mobilizing India in a similar fashion to what Henry Ford did in the US in the early 20th century

In India:

- Maruti still holds the largest market share by some margin

Owned by the Suzuki Corporation, who have a controlling stake, and publicly traded.

800	2.1 - 2.3	796/3	38/59	20.8	16.5	
Omni	2.4	796/3	38/62	-	19.7	
Alto	2.5 - 3.1	796/3	46/62	21.5	17.4	
Wagon R						
1.0	3.5 - 4.0	1061/4	65/84	16.2	13	
LPG Duo	3.7 - 4.0	1061/4	58/77	19.5	11	
Zen Estilo	3.5 - 4.1	1061/4	65/84	13.45	13.7	
Swift						
1.3	4.3 - 5.6	1298/4	88/113	12.9	13	
1.3 (D)	5.25 - 5.55	1248/4	75/190	14.5	17.5	
Esteem	4.9 - 5.6	1298/4	86/106	12.8	11.7	
SX-4	6.2 - 7.25	1586/4	102/145	12.00	10.5	
Grand Vitara	14.8 - 15.9	1995/4	120/170	14	8.0	

Maybach

Founded: 1918. Prior to founding a company bearing his own name, Wilhelm Maybach was Chief Engineer with the Daimler Motor Company and was instrumental in designing the first Mercedes. Thereafter, with his son Karl, he founded Maybach-Motorenbau GmbH.

Known For:

- Being the road going equivalent of a private jet
- A mammoth price tag to match its super luxury status
- Despite this, its Mercedes Benz S-Class underpinnings are clearly visible

Owned and resurrected by Daimler Chrysler from 1997 onwards.

57 & 62	600	5500/12	550/900	5.4	6	
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Mercedes Benz

Founded: 1926. Daimler merged with Benz and they decided to use the Mercedes Benz name as their automobile brand. The Mercedes brand had been in existence since 1902. Even earlier, in 1887, Karl Benz created the first automobile to be powered by an internal combustion engine.

Known For:





- The 3 pointed star coveted by so many all over the world and especially in India
- Luxury and quality. Although, they've had some quality problems in the recent past as the focus of Daimler Chrysler has been on turning around the troubled Chrysler division

In India:

- A status symbol like no other

Mercedes Benz merged with Chrysler of the USA in 1998 to become Daimler Chrysler Corporation.



	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl		
C Class							
220 CDI (D)	30.0 - 31.7	2148/4	143/340	10.5	12.8	   	
200K	27.5 - 29.1	1796/4	160/221	12.2	8.6		
E Class							
280 P	48	2996/6	234/300	8.2	10.0		
280 CDI (D)	46	2987/6	196/456	8.7	11.1		
200K P	37.3 - 42.0	1796/4	160/221	11.8	10.0		
S Class							
350	78.0	3498/6	276/350	9	7.4		
SLK	61.0	3498/V6	276/350	7.0	7		
SL500	98.0	4966/V8	310/4600	6	8.0		
CLS							
350	60.0	3498/V6	276/350	6.8	10.0		
500	71.6	4966/V8	308/460	5.9	9.0		

Mitsubishi




Founded: 1970. Although, Mitsubishi Shipbuilding built a car as early as 1917.

Known For:

- World Rally Championship success
- Making 4 door saloon cars like the Evo (Lancer Evolution) with Ferrari beating real world performance
- Most recently known for management scandals and financial troubles

In India:

- Mitsubishi could have been a lot more successful, but they're not done just yet Indian Joint Venture with Hindustan Motors.

Cedia	9.9 - 10.7	1994/4	115/175	11.0	12.0	 
Lancer						
1.5	7.5	1468/4	88/129	14.0	11.0	
2.0 (D)	8.6	1998/4	66/118	19.3	12.5	
Montero (D)	32.1	3200/4	167/405	15.27	8.5	
Pajero (D)	19.6	2835/4	119/292	20.0	9	

Nissan


Founded: 1934

Known For:

- Their evocative, yet affordable, Z cars
- More recently, the Playstation generation knows them for their Skylines
- Their successful and drastic turnaround by Carlos Ghosn

In India:

- They have a lot more to offer than simply the X-Trail - a good vehicle in its own right Renault has a controlling interest in Nissan. Infinity is its luxury brand in the US market.

X-Trail	21.7 - 26.3	2184/4	136/314	13.0	15.2	
Teana	22.3	2346/6	134/314	11.0	7.3	

Porsche




Founded: 1931

Known For:

- Attention to detail
- Defying physics by perfecting the rear engine 911
- Embarrassing much larger marques on the race track early on in their history
- Transferring turbo technology from the race track to the road

In India:

- They need roads on which the performance envelope of their cars can be explored. At the moment, for poseurs only One of the few non-conglomerate independently owned car markers left in the world, and one with perhaps the best margins in the business. This has allowed them to buy upto 27% ownership in VW.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Boxster S	56	3179/6	284/320	5.4	9.6	
Carrera	64	3596/6	329/370	5	8.3	
Carrera S	71	3824/6	360/400	4.9	7.9	
Cayman S	61	3386/6	299/340	5.4		
Cayenne						
V6	56	3198/6	254/310	9.0	7.4	
S	71	4511/8	345/420	6.8	6	
Turbo	100	4511/8	456/620	5.6	6.4	


Rolls Royce

Founded: 1906

Known For:

- Do you really have to ask
- Being the choice of royalty the world over
- Their evocative "Spirit of Ecstasy" emblem

Owned by BMW after a complex takeover bid against German rival VW in 1998. The cars are still built in Britain, albeit at a new facility.

Phantom	400	6749/12	459/720	5.8	6	
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San Motors

Founded: 1996

Known For:

- Being India's only low volume, specialty car manufacturer
- Providing an affordable wind in your face experience

San Motors is a part of San Engineering & Locomotive Co. Ltd., which was incorporated in 1965.

Storm 1.2	5.95	1150/4	60/95	11.5	15	
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Skoda

Founded: 1895. Began manufacturing cars in 1905, making it one of the four oldest manufacturers in the world




Known For:

- Being the butt of car jokes the world over
- However recently, it's one of the few non Japanese manufacturers to consistently figure at the top of the widely recognized JD Power Quality survey

In India:

- Cache and German build quality for those who can't afford the 3 pointed star
- A fun to drive, if not to rev, diesel with the Octavia 1.9TDi

Part of the VW Group since 1991.

Octavia						
1.9 TDi (D)	12 - 15.2	1896/4	91.2/210	13.7	15	
1.8 RS	14.5	1781/4	152/210	9.0	8.5	
Laura						
Manual	17.3	1896/4	105/250	11.8	16.2	
Automatic	18.2	1896/4	105/250	12.1	16.2	
Superb						
2.8 V6	22.0	2771/6	190/260	12.1	8.7	
2.5 TDI (D)	24.2	2496/6	163/350	13.2	10.7	








Tata Motors

Founded: 1945

Known For:

- Historically being a commercial vehicle manufacturer
- In 1998, Tata Motors was the first Indian company to develop and design a modern passenger vehicle – the Indica. Although they contracted the design work to IDEA of Italy – not exactly a poor choice
- In 2001, the Indica was exported to Europe as the City Rover. Whereas Tata hasn't been too successful in Europe, they are expanding their market share in South Africa
- The quality and driving dynamics of their cars are fast improving

Part of the world beating Tata Group of companies.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Indica						
V2 (D)	3.5 - 4.5	1405/4	54/85	25.7	16.5	
Xeta	2.8 - 3.7	1396/4	70/122	17.2	13.6	
Indigo						
1.4	5.0 - 6.2	1405/4	86/110	15.8	12.8	
1.4 (D)	5.4 - 6.6	1405/4	68/125	19.3	16.3	
Marina	5.1 - 5.4	1405/4	85/110	14.5	12.1	
Marina (D)	5.6 - 6.0	1405/4	62/125	18.5	16.5	
Sumo Victa (D)	5.5 - 6.8	1948/4	90/190	22.2	11	
Safari						
Dicor 2.2 VTT	8.0 - 11.3	2179/4	140/320	-	-	

Toyota

Founded: 1933




Known For:

- Quality - building unbreakable but also slightly bland vehicles
- Achieving each goal they set for themselves. They are, at the moment, on their way to becoming the number one automaker in the world

In India:

- They have a fight on their hands with rival Honda, who seems to have won the Indian hearts and minds for the moment. However, Toyota is not one to be underestimated

Lexus is their luxury brand. Scion, a recent brand launched by Toyota in the US, is aimed at the youth.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Camry						
Manual	22.2	2362/4	167/224	-	-	
Automatic	23.9	2362/4	167/224	11.6	9.7	
Corolla						
Manual	9.7 - 12.6	1794/4	125/158	10.0	11	
Automatic	12.5 - 13.2	1794/4	125/158	12.3	9	
Innova						
2.0	8.0 - 10.5	1998/4	136/182	12.6	9.5	
2.5 (D)	8.0 - 11.1	2494/4	102/200	17.5	11	

VW

Founded: 1937


Known For:

- Hitler's people car, Dr. Ferdinand Porsche's brainchild, the Beetle. The best selling car ever. It was, until very recently, still being produced in Brazil.
- Conversely also known for the VW van - a favorite during the hippy movement
- They seem to have strayed a little from their people car objective and now make much more luxurious cars and SUVs

In India:

- VW has fantastic cars, but for the asking price they're missing some of the allure of the other German brands they compete with - something the Indian buyer is very mindful of

Owners of Audi, Lamborghini, Skoda, Seat and several others.

	Approx. Price in Lacs (on road, Delhi)	Engine cc/cyl.	Power(Ps)/Torque(Nm)	0-100 Kmph (secs.)	Kmpl	
Touareg						
V6	-	3189 / 6	244.3 / 315	-	-	
V6 Tdi (D)	48.6	2967 / 6	228.2 / 450	9.9	-	
V10	59.5	4921 / 10	317.3 / 750	7.8	-	
Passat	27	1968/4	140/320	10.0	-	