

Ford India: Declining car sales showing trend improvement

COIMBATORE: If bookings for new vehicles for the last four to five days is any indication, the declining car sales trend is showing an improvement, a top official of Ford India said today.

The car sales have shown a negative growth in the months of August and September, by almost 40 per cent, due to various reasons, including increase in the fuel prices, N Raja, Vice-President, Sales, Ford India, told reporters here.

However, the booking for the last four to five days have resulted in optimism in the sector for the positive growth, and industry expected a considerable growth during October and November, following buying during festive season, Raja said.

On the whole, the industry was expected to grow by one to three per cent this year, compared to the double digit growth witnessed last year, he said.

Raja, here to launch the new Ford Figo with enhanced Kinetic design and small features at Rajashree Ford, said the company was also expecting a double digit growth this year.

With more than 2.34 lakh customers for Figo, Ford India has expanded its dealer network by 40 per cent, mostly in Tier II and III cities over the last two years and the number of sales and service outlets would cross 500 by mid-decade from the present 230, by which time the Company would have launched eight new products, Raja said.