

Audi, Volkswagen cut prices in India

The Indian arms of two German auto majors, Audi and Volkswagen, Tuesday announced price reduction of their models following the reduction of excise duty and central value added tax (Cenvat) by four percent.

The Audi A8 model will be cheaper by Rs.279,000, Audi Q7 by Rs.185,000, Audi A6 by Rs.1,51,000 and Audi A4 by Rs.1,21,000. The new prices (ex-showroom Mumbai) came into effect Dec 12.

The Audi range sold in India, which includes the recently launched super sports car Audi R8, is available in 12 cities - Ahmedabad, Delhi, Gurgaon, Chandigarh, Mumbai, Pune, Bangalore, Hyderabad, Ludhiana, Chennai, Kochi and Kolkata.

'We welcome this decision by the government of India. Audi believes in providing value to the customers and hence the entire four percent reduction will be passed on to our customers,' Audi India managing director Benoit Tiers said in a statement.

Similarly, Volkswagen India has reduced prices of its Jetta and Passat models by Rs.45,194 to Rs.80,859 across all variants.

'We are happy to pass on the full benefit of the duty reduction to our valued Indian customers. Going forward it will be our endeavor to support government initiatives aimed at arresting the economic downturn,' said Joerg Mueller, president and managing director Volkswagen India.

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