

General Motors sales jump by 43 percent in June

Banking on the success of the Chevrolet brand, General Motors (GM) India registered a growth of 43 percent in sales in June as compared to the corresponding period last year.

GM sold 4,779 vehicles in June 2007 as against 3,346 in the same month last year. The company sold 1,550 units of Chevrolet Tavera, 1,227 of Chevrolet Aveo, 498 of Chevrolet Optra and 1,504 units of Chevrolet Spark, which was launched recently.

'With the ever-increasing market demand of the popular Chevrolet brand, GM India has been registering a consistent surge in the monthly sales. The sales figure of each of the carlines is a clear indication of the increasing market acceptance and our ability to live up to our customers' expectations,' P. Balendran, vice-president of GM India, said in a statement Monday.

GM also launched the diesel version of the Chevrolet Optra Magnum recently.

'The Optra Magnum is the latest to join the Chevrolet bandwagon and we are pleased to see the initial market response. Also, our mini car Spark has been receiving rave reviews in the market and it's making serious inroads into the small car segment,' said Balendran.

Gearing up for a major drive to grab 10 percent of market share by 2010, GM's Halol facility in Gujarat has enhanced its capacity to 85,000 units for its Chevrolet brand of vehicles.

Work on GM's new manufacturing facility at Talegaon in Maharashtra is also in full swing and it is expected to start commercial production at the new plant by end of next year. The plant when completed will have an annual production capacity of 140,000 vehicles, taking the total capacity to 225,000 units per annum by the end of next year.

(© IANS / India eNews)