



Article Side

Nissan Evalia India launch slated in the last week of September by [Siddharth Bharadwaj](#)

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The second largest Japanese automotive company Nissan Motors, is gearing up to launch an array of new products including passengers cars, vans etc in the Indian car market in the coming few months. Few of the vehicles will be launched in alliance. The car maker has a significant presence in other car markets however, in the Indian car market it stands at the 10th position. The car maker is trying hard to establish a huge chunk of share in the domestic market. Nissan Motors India is planning to launch five new cars in India which will be manufactured at its Chennai facility which it own in alliance with Renault. The information is mentioned in the annual report and Mr Carlos Ghosn, the Chief Executive of Nissan has mentioned regarding the launch of these five cars. The strategy is a part of the company's global plan to launch a new vehicle in every six weeks which will long in the coming six years.

Nissan Motors India is currently readying itself to launch Nissan Evalia MPV, Nissan Evalia price in India is anticipated to be placed at Rs 9 lakh and is expected to hit Indian shores by the last week of September. Nissan India has two cars, Nissan Micra hatchback and Nissan Sunny sedan which are based on the same platform and the company is now developing one more product which will also be based on the same platform.

The company is aiming at reinforcing its brand value in India before launching an array of new small low cost cars in India under its low budget brand Datsun. Datsun will be launched in India after two years. Under Datsun, the company will be launching cars priced in the range of Rs 2 lakh to Rs 4 lakh. At present, Nissan has cars like Nissan Micra hatchback, Nissan Sunny sedan, Nissan Teana sedan, Nissan X-Trail SUV and Nissan 370Z sports car under its portfolio in India. Some of these cars are manufactured locally at the company's Chennai plant and few are imported through CBU units in the domestic market.

The 70 per cent of the company's production is exported to overseas market. Mr. Ghosn revealed that the company is planning to enhance its range of products for both Nissan and Infiniti brands. Products which will be focusing at growth of the brands will be manufactured and go on sale in countries like China, Brazil, Russia, India and Indonesia. This will lead to the growth of the brand in emerging markets where customers look for basic models to suffice their need for a four wheeler.

Nissan and its JV partner Ashok Leyland apart from developing commercial vehicles will also be rendering a MPV which will be manufactured at the Nissan's facility. Stile MPV which will be based on the same platform as Nissan's Evalia MPV will also be produced at the Renault-Nissan manufacturing plant located in Chennai, the MPV will be launched in the year 2013. The vehicle will be priced in the same range as Mahindra Xylo and Chevrolet Tavera MPVs. Nissan Evalia is on the brink of completion therefore the production of the MPV will commence shortly. Indian car market has seen a sudden surge on demand for MPVs and SUVs, almost every car maker is now trying its hand at developing a MPV or a SUV. Year 2012 started with the launch of Maruti Ertiga compact MPV followed by the launch of Renault Duster compact SUV. In the coming time few other SUVs and MPVs will be launched in the domestic market. Hopefully Nissan's Evalia will be able to get success for the Japanese auto maker in the same way as Sunny sedan did.

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