



Maruti Wins Race

Maruti leads the online search hits race with its popular model 800 leading as the highest searched car.

Chennai, India, May 03, 2007 --(PR.com)-- Maruti cars were searched nearly half a million times over the last year says India's leading automobile portal CarSalesIndia.com. It is well ahead of other competitors by over a quarter million search hits.

The company also said that the number of visitors and used car searches hit a new record high. It has recorded over 2.2 million search hits during April 2006 - March 2007, an increase of over 200% over the same period in the previous year. The company recorded over 1 million search hits for the same period in the previous year.

In the search results announced, Hyundai cars were the second highest with over 1.6 lakhs hits, closely followed by Tata and Ford with Tata vehicles with over 1.29 lakh search hits. Ford cars registered over 1.09 lakh hits.

In the small car segment, Maruti 800 leads with over 90 thousand hits, followed by Hyundai Santro at over 70 thousand hits. From the Maruti stable, Zen has also registered strong demand in the market with its hits over 65 thousand. Tata Indica has recorded over 45 thousand search hits.

In the medium-sized sedan segment, Maruti Esteem and Ford Ikon are competing closely for the top position with Esteem registering over 58 thousand hits, followed by Ikon at 55 thousand hits. Hyundai Accent registered over 44 thousand search hits; Honda City recorded over 41 thousand hits. In the SUV segment Mahindra Scorpio leads the race with over 30 thousand hits followed by Toyota Qualis registering over 20 thousand hits.

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