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Masakazu Yoshimura with the new Camry Hybrid in New Delhi on Friday. Reuters

Camry makes a comeback

ANASUYA BASU

New Delhi: Toyota Kirloskar Motor (TKM) is looking to sell more than 100 units per month of the new version of the Camry Hybrid that it rolled out in New Delhi on Friday.

“We used to sell 100 plus units of the old Camry in a month in the pre-GST era. Post GST the number took a dip to about 30 cars a month. We aim to go back to the old numbers,” said TKM deputy managing director N. Raja.

The company has cumulatively sold 11,500 units of the Camry since it was launched in the country in 2002.

The new Camry, retailing at an introductory price of Rs 36.95 lakh (ex-showroom), will only be available in the hybrid version. Toyota prefers to call its hybrids as “self-charging electric vehicles”.

“The hybrid system in the new Camry is the 4th generation self-charging electric system,” said Masato Katsumata, chief engineer of Camry, Toyota Motor Company.

The company believes hybrids, plug-in hybrids and fuel cells are the alternative mobility technologies that will lead to full electrification at a later date.

“Toyota is a pioneer in EV technology and we are committed to bringing cleaner technology and better emissions,” said Masakazu Yoshimura, managing director of TKM, India, and added that “we are looking for government support for self-charging electric vehicles”.

At present, these vehicles attract a tax of 43 per cent, including GST and cess.

TKM PR
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