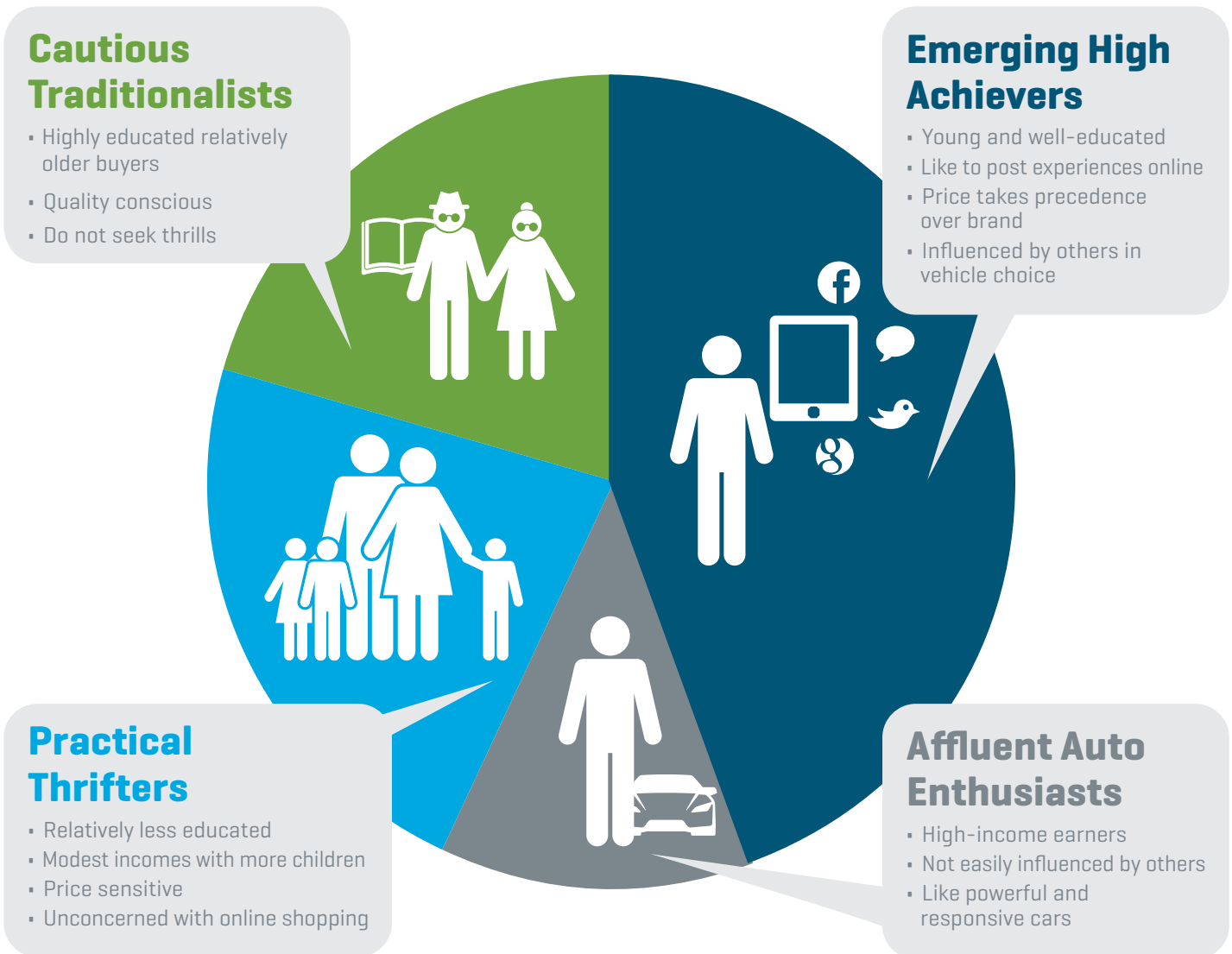


Typical Profiles of India Car Buyers



“With significant heterogeneity in mindsets of people walking into the dealerships to purchase a car, manufacturers need to make significant efforts to ensure that the dealerships are always ready to receive and delight the customers.”

Mohit Arora
Executive Director, J.D. Power Asia Pacific

Source: J.D. Power Asia Pacific 2015 India Brand Influence and Positioning (BIPS) StudySM

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