

## News

# Accessories charm Auto Expo showgoers

With the Indian car and bike market growing at a rapid pace, the need to have a car/ bike that looks different from the rest has become the need for most customers. Aftermarket installers and custom modifiers have found a huge market for accessories. Industry estimates put it at several thousand crores and the only way for this market is up.

At the Auto Expo 2006, several accessories manufacturers and aftermarket installers have made their presence. Neo wheels, for example is one of the largest providers of aftermarket alloy wheels in the country. One of the foremost manufacturers of alloy wheels, this Mumbai based manufacturer has carved a niche for themselves. With an annual production run of 50,000 units, Neo now has ventured into spinners for the first time in the country. Available in two sizes, viz; 14 and 16 inches, these can be fitted on

cars such as Maruti Suzuki Swift and Mahindra Scorpio. Priced a little less than twice the price of a standard alloy wheel, they can also be detached as and when required.

Another company that has made an impact has been Chinkara automobiles. This Alibag based kit car maker is well known for its Lotus 7 replicas and now has ventured into producing ATVs as well as replicas of famous international sportscars such as the Ford GT40 and the AC Cobra. On display is also the Hammer, a military-style dune basher that has raised suspension as well as a gun mount. Chinkara has tied up with HM for engine supply as well as after-sales support.

For those who want the wind in the hair experience, there is Webasto sunroofs and glass. They have now introduced electrically operable cabriolet roofs for the Indian market. Made of strong fabric materials, they are water resistant



OEMs are looking at alloy wheels as they give the cars a smarter look.

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and provide for perfect sealing from the elements. Rods at intervals also ensure vehicle safety thus making it for a safe investment. They also have dual sunroofs as well as the standard sunroofs on display. The entire range is available for as low as Rs. 9000 and ranges up to Rs. 75,000. Webasto is the OE supplier to manufacturers such as Skoda Auto India and Daimler Chrysler.

For connoisseurs of music, Blaupunkt have highlighted their range of music and infotainment systems at their outdoor stall featuring a VW van kitted with six subwoofers, two amplifiers, nine speakers, the mighty Bremen MP74 head unit as well as an auxiliary unit. They have also put on display the stereo range at the Bosch stall in hall 8-11 and are a must dekho for music lovers.

Finally, if you have an ounce of adrenalin coursing through your body, head to the Methods stall in hall 7. With their entire range of aftermarket performance fitments on display, Methods plans to bombard the market with every kind of performance enhancement solutions. Featuring renowned brands such as Koni suspensions, K&N air-filters, Remus exhausts and Sparco seats and racing gear, Methods offers endless possibilities for performance upgrades. Methods first started off with their best-selling Pete's tuning box for diesel cars and have now branched out into performance solutions for every kind of car. So grab your wallet and your imagination and head out to the accessories halls and give your car or bike the treatment that she'd love to get. ■

## EDS Technologies launches RAMSIS in India

EDS Technologies, a PLM solutions company, will in future sell the RAMSIS ergonomics tool throughout India. The company has wide experience in the automotive industry, industrial vehicle industry and the aircraft industry. Its core competence is in the areas of CAD, CAM, CAE, PLM, digital manufacturing, process planning and engineering design.

Deepak Kadambi, Manager Marketing, EDS Technologies said, 'RAMSIS is the standard for interior design of vehicles. The growing Indian vehicle industry will have an increasing demand for this tool, as more and more manufacturers have started their own developments for the future. ■