

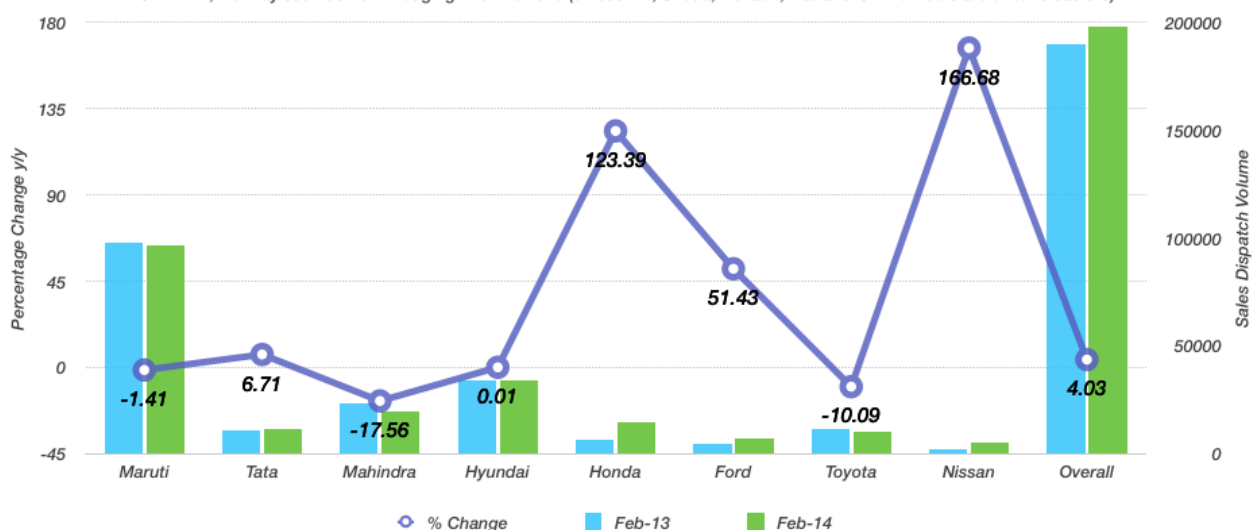
# Early Reckoner – Feb 2014 Sales Dispatches

*There may be light at the end of the tunnel even though it is little more than a flickering candle.*

From this month, IndiaAutoReport will provide you with an early record keeping of sales dispatches. IAR early sales reckoner would be published within the first three days of the month in a graphical format.

## Early Reckoner - Feb 2014 Sales Dispatches

- Big Guys Under Pressure Despite New Launches (Celerio, i10 Grand) in the Volume Segment
- New product Launches in the Volume Segment are barely preserving the market, not growing it
- Honda, Ford & Nissan Cheer on Low Volumes
- Tata Nano Twist and New Honda City maintain dispatch momentum
- HOWEVER, we may see Feb 2014 nudging into +ve zone (unless VW, Skoda, Renault, Fiat and GM numbers are utter disasters)



**Source:** Data from Company Releases; Feb 2013 data from SIAM  
 Not including data from Volkswagen, Skoda, Renault, GM, Ashok Leyland and Fiat  
 Not including Luxury car brands

*Data includes only passenger vehicle volumes*