

# Eicher Motors, Polaris of US launch personal UV Multix at ₹2.32 lakh

**fe Bureau**



**The vehicle comes with a boot space of a whopping 1,900 litres**

**Jaipur, June 18:** Eicher Motors and US-based all-terrain vehicle manufacturer Polaris Industries on Thursday launched their first product jointly — a personal utility vehicle called the Multix, which can be used as a passenger car and also be converted into a small commercial vehicle. This is because the vehicle comes with a boot space of over 1,900 litres.

The Multix will be available in two variants for a price of Rs 2.32 lakh-Rs 2.72 lakh (ex-showroom, Jaipur). It will be sold from 30 new

dealerships spread across the length and breadth of the country and Eicher Polaris is mainly targeting customers who are ‘independent businessmen’ in the cities and towns. The dealerships will also provide after sales services to the customers.

Siddharth Lal, managing director and CEO of Eicher Motors, said the company has

identified a large untapped segment in independent businessmen with an estimated population of 5.8 crore.

“More than numbers what drives us is the fact that the customers who are adopting us are able to get the value out of this car and can see the potential this vehicle has to serve the business people. Once that happens the brand

will flourish,” added Lal.

The five-seater Multix will come with a 520 cc engine and all the components have been sourced from local vendors. A personal utility vehicle can be used as a power generator as it is equipped with X-Port technology that can generate power up to 3 Kilo Watt.

Eicher Motors and Polaris Industries started their 50:50 joint venture in 2012 and have set up a manufacturing capacity in the outskirts of Jaipur with a capacity to manufacture 60,000 vehicles per year. The plant can also expand its production to 120,000 vehicles per year.