

**PREMIER RiO.
THE FACTS
BEHIND
INDIA'S FIRST
COMPACT SUV.**





A DRIVE DOWN HISTORY WITH INDIA'S PREMIER CAR MAKER

The story of one of Independent India's most influential car makers.

WHO IS INDIA'S first automobile manufacturer?

The honour goes to the company started by Seth Walchand Hirachand in 1944 – we know it as Premier Automobiles Ltd (PAL). The first car rolled out of PAL's Kurla factory in Mumbai in 1947. It was a Plymouth built in collaboration with Chrysler. In 1950, PAL signed up with Fiat to assemble the Fiat 500 in India. Soon after, in 1952, when the tariff commission wanted all car makers to indigenise rather than just have assembly

operations, manufacturers like Ford and GM packed their bags and left the country. But Fiat decided to stick it out and committed itself to the full-fledged manufacture of the Millicento. The Millicento that came to India was launched at the Geneva Motor Show as the Fiat 1100-103. Indians still remember this little car with its door hinged on the B-pillar as the *dukkar* Fiat.

In September 1964, Premier launched the Fiat 1100 Delite



Premier 118NE



Premier Padmini

in India. This was the shape that most people still remember the company by. In 1972, Premier was freed from the licensing agreement with Fiat, and the car was badged as the 'President'. Next year the name was changed, and the 'Premier Padmini' set out to rule the Indian streets for more than a quarter of a century, till production ceased in 2000. This car went through many iterations with power going up from 39 to 48bhp. Through it all the Premier Padminis earned a reputation for their ease of maintenance, low running costs, ease of driving and toughness.

In 1985, Premier also gave the Indian customer the 118NE. Powered by a Nissan engine and gearbox, the 118NE was perceived as a premium offering in its time. And then there was the Fiat Uno, rekindling the Indian manufacturer's partnership with the Italian car maker.

After pioneering three generations of vehicles, Premier is now set to write another chapter in the history of Indian motoring. A vehicle created for the Indian environment that appeals to Indian sensibilities. A vehicle that's economical to buy and run. Yet a vehicle unlike any other on Indian roads.

Presenting the Premier RiO. India's first compact SUV.

The popularity of SUVs in India can be traced to the country's rough terrain and poor roads. It is on this landscape that the ruggedness and high ground clearance of SUVs come across as invaluable assets. The downside of most SUVs are their high sticker price and their enormous size. These expensive vehicles are hard to manoeuvre in our narrow, congested streets, and even harder to park in tight spaces. The RiO overcomes this problem with its compact dimensions. Yet it has the ground clearance of a full-sized SUV to take on the roughest road. Starting at Rs 4.79 lakh (ex-showroom, Pune), the RiO makes owning a proper SUV a more affordable proposition. In fact, not just affordable, but a rather attractive proposition since the RiO comes loaded with everything you would want, from alloy wheels to ABS to power steering and power windows. So your big dream of owning a proper SUV is now within your reach with the Premier RiO.



Fiat Uno



INTERVIEW: MAITREYA DOSHI

CHAIRMAN & MANAGING DIRECTOR, PREMIER LTD.

Premier has pioneered the compact-SUV market in India. How did you identify this segment?

I had seen this product in other South East Asian countries, and became convinced that a modern, affordably priced SUV would be a very attractive lifestyle as well as utility vehicle.

What kind of market do you see for the RiO, and the compact-SUV market in India?

This is a totally new emerging segment which logically should balloon into a very large overall volume. I wouldn't be surprised if the segment size in 5 years reaches 1,00,000 units per year. Premier would like to have a reasonable share in this segment.

The Premier brand is back on the road after a long hiatus. How does it feel?

It feels very good. For 65 years, Premier has represented solid, reliable, easy-to-maintain and value-for-money transportation. The RiO embodies these same values albeit with more contemporary looks and style. In any case, a 10-year absence in a 65-year-old history is not that long. The Premier brand will continue to represent these solid values it has always embodied.

What are the future plans for the RiO? Are we going to see more variants and more models sporting the Premier badge?

Our first priority is to launch the Euro IV Multijet version and increase our sales, parts and service network. We currently have 2 variants of the RiO – a Euro IV Petrol and a Euro III Diesel, and will soon add one more. We will do continuous improvement in terms of interiors, upholstery and other customer-friendly changes.



BELLS AND WHISTLES

The Premier RiO is packed with all the equipment and features that you would want or need. Here's a quick look.

TIGHT TURNING RADIUS

Say goodbye to three-point turns. With a turning radius of just 4.7 metres, you can take a u-turn on all but the narrowest streets. Makes the RiO perfect for our narrow, congested roads.

HIGH GROUND CLEARANCE

The 200mm ground clearance of the RiO is equal to full-sized SUVs. This means you can literally fly over rocks and craters that would ground a normal car.

FLEXIBLE SEATING

The RiO can seat five people. But the split rear seat means you can create extra luggage space when you are not carrying a full complement of passengers.

15-INCH ALLOY WHEELS

Alloy wheels are not just more stylish, but more practical too. They are lighter than steel wheels, and that translates to better performance since the engine has to move less weight with the same power. It also provides a better seal to tubeless tyres since alloy wheels do not bend or deform on impact.

ANTI-LOCK BRAKE SYSTEM (ABS)

In a non-ABS system the wheels lock when you brake hard, and the vehicle keeps going in a straight line even if you turn the steering. The ABS system automatically 'pumps' the brake up to 15 times per second so that the wheels do not lock up, and the car steers in the direction you want it to. This safety system can help save your life when driving in wet or slippery conditions.

FANTASTIC LUGGAGE SPACE

The RiO can hold 450 litres of luggage with the rear seats up. If you need to carry more, just flip the rear seats down and you have a cavernous 1158 litres of space for all your needs.

ELECTRONIC DOOR MIRRORS

Now you don't have to stretch out over the passenger's seat to adjust the left-hand-side mirror. Adjust the angle of both your mirrors with the touch of a button.

INDICATOR INTEGRATED INTO WING MIRRORS

The indicator built into the outside rearview mirrors gives you an additional layer of safety.

REMOTE CENTRAL LOCKING

An overlooked safety feature. Forgetting to lock a door is a thing of the past. Lock all doors with a touch of your remote key.

POWER STEERING

Unless you want to build up your arm muscles, you will appreciate the RiO's power steering. It's light when trying to fit into tight parking spaces or negotiating traffic but weighs up as the speed increases.

MUSIC SYSTEM WITH AUX AND USB

No need to carry bulky CDs. Just plug in your MP3 player or USB and enjoy the music.

CHOICE OF ENGINES

Choose between a peppy 1173cc MPFI petrol engine and a frugal 1489cc turbo-diesel engine. Also coming soon is the 1.3-litre common-rail, direct-injection diesel engine.



THE FACTS ABOUT THE PREMIER RIO

Ten indisputable facts about Premier RiO, India's first compact SUV. Not subjective, but cold objective facts.



Fact #1: The RiO is India's first compact SUV.

Now here is a prediction. After seeing the RiO's potential, major manufacturers will want a piece of the cake and you will have more compact SUVs in the market. And if that's the kind of vehicle for you, thank Premier for setting the ball rolling even if the RiO is not the vehicle you choose.

Fact #2: The RiO is great value for money.

Check out this fact for yourself. The RiO starts from Rs 4.79 lakh (ex-showroom, Pune). Check out the RiO's features and specifications. Most of the features that are offered by manufacturers in top-end models are offered as standard features in the RiO. Compare every minute detail, and then decide who gives you the maximum value.

Fact #3: Rear-wheel drive, like most luxury cars.

Why do most luxury car makers, and race cars, employ rear-wheel drive? The answer is, better ride and handling among numerous other advantages. Now you can enjoy the benefits of rear-wheel drive without having to pay a king's ransom.

Fact #4: The Premier RiO stands out in the parking lot.

That's not because the Premier RiO is the most beautiful car ever designed. It stands out because its design and dimensions are unlike anything you have seen on Indian roads. When you look at it, you can imagine yourself behind its wheel, unlike a car with forbidding bank-robber prices. You can treat yourself to this gorgeous-looking SUV without having to sell an arm and a leg for it.

Fact #5: The RiO is ideal for Indian conditions.

The compact external dimensions mean you can squeeze the RiO into tight parking spaces. And it is also easier to drive in traffic. Moreover, the RiO's high ground clearance and rugged construction mean it will sail over the worst road conditions, where other cars have to crawl.

Fact #6: Ground clearance of a full-sized SUV.

The RiO's 200mm ground clearance challenges the ground clearance of popular full-sized SUVs.

Fact #7: You will never be stranded on the road with a RiO.

If your RiO ever breaks down, all you have to do is call. Premier's 24x7 Helpline means that help is just one phone call away, wherever, whenever.

Fact #8: Premier is back. And expanding.

Premier is rapidly expanding its footprint across India and plans to have at least 200 Premier Authorised Service Stations (PASS) across the country by the end of 2012.

Fact #9: The RiO is simple to repair and easy to maintain.

The RiO's engine has been designed to be rugged and reliable. Robust engineering and simple design mean that it can be repaired by any good auto-mechanic cheaply, without the need for any high-tech tools.

Fact #10: The proof of the pudding is in the eating.

There is no substitute for hands-on experience. Go to your nearest Premier showroom and interrogate the RiO. Drive it like you hate it. And discover the truth.

www.premierrio.com

