Mercedes Benz B Class launch likely on July 19th by Siddharth Bharadwaj

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Mercedes Benz India is speculated to launch its much awaited and hyped car Mercedes Benz B Class in India on July 19th, 2012. The Indian website of the German car maker is also showing teaser of the new car making it pretty clear that the hatchback can make it to Indian shores soon. The immense response received for Audi Q3 SUV in the Indian car market, the German counterpart, Mercedes did not want to delay the hatchbackâ€™s launch further and wanted to offer a vehicle with a comparatively low price tag to the Indian customers.

BMW X1 and Audi Q3 are the primary reasons, the company has advanced the growth of the hatchback in the domestic market. Mercedes Benz hatchback will first be brought in India through the completely built unit route. The hatchback will come with the AMG kit and will be offered in limited numbers only. The assembly lines at the Chakan plant are being installed where the company will later start assembling Mercedes Benz B Class and also Mercedes Benz A Class.

Nothing much has been revealed about the cost of the hatchback, however, it is being believed that Mercedes Benz B Class price in India could be kept under Rs 25 lakhs. At this competitive pricing the German luxury car maker will be able to give a stiff competition to its arch rivals, BMW X1 and the newly launched Audi Q3 compact SUV.

Audi will shortly be opening the second phase of Audi Q3 bookings in India, the SUV is being assembles locally at the companyâ€™s manufacturing facility. On the other hand BMW is also developing a facelift version of BMW X1 compact SUV which will be launched in the coming next few months. These aggressively priced cars are the volume pullers for the German triad and have been able to improve the monthly sales immensely.

Mercedes Benz B Class will be offered in India in both petrol and diesel engine options, the engines will be synchronized to a 7G-DCT gearbox with dual clutch. Mercedes Benz B Class will be placed in the domestic market as a sports tourer and will be packed with features like Speed limit Assist, Active Parking Assist, Brake Hold function, Distronic Plus, bling sport detection system, adaptive headlamps assist and a lot more. The hatchback has been certified from ARAI in June only. Mercedes Benz A Class has a low co-efficient of drag at 0.26, this was tested at a private Mercedes Benz wind tunnel located in United Kingdom. However, it remains to be seen if the new low priced hatchback (Mercedes Benz A Class) will be able to change the companyâ€™s fate in India. Pushed to number two by BMW and gradually to number three by Audi in the Indian luxury car segment, the company is anxious to bounce back to the number one spot.

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