



Carnation Auto to launch 'Auto Premio Solutions'

Carnation Auto in collaboration with Magneti Marelli After Market division announced the launch of 'Auto Premio Solutions' at its flagship Hub in Gurgaon.

'Auto Premio Solutions' has the capability to provide comprehensive automotive solutions for most luxury and premium car brands in the Indian market. The strategic alliance with Magneti Marelli equips Carnation Auto to service the entire range of cars in the Indian market under one roof- from entry level to top luxury cars.

'Auto Premio Solutions' will supplement the service network and will be positioned between the Authorized Service Centers and other independent shops. As a step towards consolidating the market and increasing its footprint, 'Auto Premio Solutions' will contemplate expanding to other metros to benefit a larger customer base of premium and luxury cars.

The vital task of distribution of genuine parts in the lucrative and highly potential Independent Aftermarket in the country will be the next focus of the partnership for both the companies. Magneti Marelli After Market will bring to the Indian Market its own branded parts and also parts coming from its global partnership in the independent aftermarket.

Speaking on the occasion, Jagdish Khattar, Chairman and Managing Director, Carnation Auto said, "With the launch of 'Auto Premio Solutions' we have successfully executed our vision of building a complete one-stop shop for multi-brand automotive solutions and provide 'experience destinations' for our discerning customers."

Speaking at the launch, Dino Maggioni, CEO, Magneti Marelli Aftermarkets Parts and Services, said, "The Indian market is key for Magneti Marelli and provides growth opportunity for us. Through the launch of 'Auto Premio Solutions' we bring to this market our expertise in servicing premium cars, the quality of our tools and parts and the solid, global partnerships we have in the aftermarket."

The 10 Verticals which are operational at Carnation Auto's flagship Gurgaon hub with the launch of 'Auto Premio Solutions' include General Repair, Body Shop, Parts, Accessories, DC Design, CarExchange (Multi-Brand Certified Pre-owned and New cars), Value Added Services, Workshop on Wheels (WOW), 'Auto Premio Solutions' and Insurance.

<http://www.financialexpress.com/news/carnation-auto-to-launch-auto-premio-solutions/638832/>