

Nissan-Leyland car to target the mass market.

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The JV between Nissan and Leyland is targeted at the mass market, says a release. The car will be between the range of Micra and above the low cost one from Renault-Bajaj-Nissan trio. The CEO of Nissan disclosed that there will be more ranges in the models below Micra to be produced at Chennai plant. Micra may cost Rs4-Rs5 lakh and such segment dominate the Indian car industry, nearly two million units. Of late there has been no such model in Nissan-Renault JV and hence the one proposed by the trio.

The developing countries see a potential growth in small car and India seems to get the status of global hub for Nissan small cars. And more specific is that there would be no meddling in the product design among the JVs that Nissan has involved. Nissan has chalked out its JV strategy for each pact with Renault-Bajaj and another with Ashok Leyland. The next 10 years would see the growth of car industry in India by 5 million of which three million will be contributed by some other makers. Nissan's Chennai plant will be equipped to deliver 2 lakh cars a year by 2012 and 50% of it will be for export. This would be increased to 4 lakhs by 2015.