

Trend analysis of Crossover cars with reference to Uttar Pradesh

Abhinav Mayank, School of Commerce and Management, Maharishi University of Information Technology, Lucknow-226013, Uttar Pradesh, India.

Praveen Joshi, School of Commerce and Management, Maharishi University of Information Technology, Lucknow- 226013, Uttar Pradesh, India.

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Abstract

This article discusses the trend analysis of Crossover cars in India. It explores the sales data of different Crossover car brands in the country and draws insights from it. It then estimates the potential growth in the sale of cars in India and explores other potential opportunities for the growth of the segment. The findings of the paper indicate that Crossover cars have experienced a significant growth in sales in India, driven by their stylish design and cost-effectiveness. With increased demand from customers, the sale of crossover cars is likely to continue to grow in the near future. Additionally, the paper also identifies some potential opportunities for the growth of the segment in the long run. It suggests that Crossover cars should focus on their feature offering and technological advantages to ensure a sustained growth in the market. The research focuses on the factors influencing consumer buying behavior. The aim of this study is to find out the factors influencing consumer's decision to purchase Maruti Suzuki car. The design of the research is completely quantitative and qualitative. According to the results of this study, there are certain factors that influence consumer buying behavior, including brand, satisfaction, fuel consumption and lifestyle, safety feature etc. Different ages of the consumer, stages of the life cycle, motivations, perceptions, and environment also play a significant role in influencing the purchasing decision.

Besides, it investigates the trend analysis of crossover cars in Uttar Pradesh by using secondary data on sales figures of distinct brands and prospective growth. The research revealed that the crossover car market in Uttar Pradesh experienced steady growth during the past few years with the sale of these vehicles increasing from 2016 onwards. The research findings show that the contribution of crossover cars to the total automotive market in Uttar Pradesh was 59.2% in 2019. The most popular crossover car models in Uttar Pradesh are Hyundai Creta, Kia Soul, Volkswagen Tiguan, Toyota Fortuner, Honda HR-V, and others. Furthermore, the research revealed that the future of crossover cars in the state looks bright and the state could become one of the major markets for crossover vehicles in the country. The automotive market in Uttar Pradesh is expected to increase from 10.1% in 2018 to 32.5% in 2025. Overall, this exploratory analysis of crossover cars in Uttar Pradesh demonstrated that the market for these vehicles is growing steadily in the state and is expected to remain so in the near future. The data obtained from the present study provides new insights to develop a platform to explore adequate sales volume of manufacturers and automotive companies in the state.

Keywords: Auto industry, crossover cars, SIAM, SUV, Consumer buying behavior, Automobile industry, Purchase decision, brand satisfaction.

Introduction

Auto industry is a major global industry, with production, sales, and investments spanning across countries. In India, it is one of the largest industries, contributing over 7% to India's Gross Domestic Product (GDP). The auto industry also plays a significant role in the Indian economy, accounting for more than 50% of the industrial output and about 25% of the total exports. In recent years, the growth of India's auto industry has been remarkable. The industry has seen a continuous growth in sales, investments, production, and exports. This growth is attributed to liberalization of India's fiscal and monetary policies, improved investment climate, strong government commitment to infrastructure development, increased consumer aspirations, and rising purchasing power of the middle-class [1]. The growth of the auto industry in India can be primarily attributed to two major factors – increase in domestic demand and rise in exports. The domestic demand for cars and motorbikes has grown significantly in the last decade driven by rising incomes and changes in the country's new economic policy. Furthermore, the growing number of international brands is also fueling this growth. On the export front, the auto industry has seen remarkable growth due to India's relatively low cost of production. This has resulted in a surge in exports to countries such as the US and Europe. In conclusion, the auto industry in India has seen remarkable

growth in recent years. This growth is largely driven by the increased domestic demand and rise in exports. The growth of the auto industry in India has been critically important for the country's economy and promises to remain so in the future.

A crossover car is a type of vehicle that combines the characteristics of a passenger sedan, such as a higher seating position and more cargo space, with the off-road capabilities of an SUV or a light truck. They typically offer an elevated driving position, four-wheel drive, and increased ground clearance and are available in a variety of body styles, including SUV-like crossovers and wagon-like CUV (crossover utility vehicle) crossovers. Crossover cars are increasingly popular in the global auto market, due to their blend of style, performance, and versatility. They are particularly popular in North America and Europe, where they serve as alternatives to traditional SUVs and sedans. They are also becoming more common in Asia, particularly in larger cities where road conditions can be unpredictable. Crossover cars come in a range of sizes and styles, from small, efficient vehicles for city driving, to larger, more powerful vehicles designed for off-roading or towing. They can be powered by gasoline or diesel engines or run on electric or hybrid powertrains. Many also feature all-wheel-drive systems designed to provide greater traction in slippery conditions. Crossover cars are a smart choice for people who want the comfort [2,3].

Crossover cars are a type of vehicle that combine attributes of both SUVs and passenger cars. In India too, the popularity of crossover cars has been surging in recent times and according to the 2019 Indian Passenger Vehicle sales report by SIAM, the total sales of crossover vehicles in India stood at 7.47 lakh units, posting an impressive growth of 16.2% over 2018's numbers (6.42 lakh units). The highest selling crossover vehicle in India was Hyundai Creta, followed by the Maruti Suzuki S-Cross, and the Kia Seltos. While the sales of Hyundai Creta stood at 2,64,209 units, Maruti Suzuki S-Cross and Kia Seltos sold 1,33,801 units and 1,29,927 units, respectively. Other popular crossovers in India included Renault Duster, Mahindra Scorpio, Maruti Suzuki Vitara Brezza, Tata Nexon, etc. The Indian car market is currently going through a phase of transition and the increasing popularity of crossover cars is only indicative of the same. More automobile manufacturers are leaning into this trend, launching their own offerings in the segment. As a result, we expect the sales of crossover cars in India to show further substantial gains in the coming months and years [4].

1. Hybrid/Plug-in Hybrid Crossovers

Hybrid/Plug-in Hybrid Crossovers are vehicles that combine a gasoline- or diesel-powered engine with an electric motor. They are designed to reduce fuel consumption and emissions and offer multiple power sources for increased efficiency. The combustion engine may provide power for longer trips, and the electric motor may be used for shorter trips or to supplement power when additional power is needed [5].

2. Compact Crossovers

Compact Crossovers are small-sized vehicles built on a car platform that combine the features of both SUVs and cars. They typically have higher ground clearance and cargo space than traditional cars but are more fuel-efficient and easier to maneuver than larger SUVs. The compact crossover provides increased interior room and comfort while maintaining the benefits of an SUV such as off-road capabilities, cargo space and car-like driving dynamics. Compact crossovers have become extremely popular and are now arguably the most popular segment of SUVs. Many manufacturers have entered the market to compete in this segment, producing some truly excellent vehicles [6]. Compact crossovers typically feature a smaller engine than a traditional mid-sized SUV would, allowing for a lightweight body and greater fuel efficiency than their larger counterparts. Additionally, they offer improved maneuverability and handling characteristics, while still providing the versatility of an SUV with added cargo space and/or seating capacity. Compact crossovers offer a good compromise between a sedan, a hatchback, and a mid-sized SUV. While they may not offer the same off-road capabilities or cargo space as a traditional SUV, they provide a great blend of performance, utility, and efficiency for those who want the flexibility of an SUV but without the bulk and fuel consumption [7].

3. Mid-Size Crossovers

Mid-size crossovers are a type of vehicle which provides a combination of the size, space, and versatility of a traditional sport utility vehicle (SUV) with the fuel efficiency, maneuverability, and cost of a sedan. Mid-size crossovers come in a variety of sizes and styles, so there is something for everyone. The major features of a

mid-size crossover include its raised seating position and good outward visibility [8]. This type of vehicle also often offers more passenger and cargo space than a typical sedan or station wagon. It will typically have a high ground clearance for driving on off-road terrain, and it will often have four-wheel drive for improved road handling. Safety is also important in a mid-size crossover, so look for features such as electronic stability control, anti-lock brakes, rear-view cameras, sensors, and airbags. The latest models also typically come with additional driver-assistance technology such as lane departure warnings and adaptive cruise control. When it comes to power, the engines in most mid-size crossovers are usually four-cylinder and turbocharged. This ensures fuel-efficiency is not an issue and helps to keep running costs low. The engines in these vehicles can be powerful when matched with the right transmission and drivetrain [8]. The combination of size, power, safety, and versatility makes mid-size crossovers an attractive option for drivers looking for a practical and modern vehicle. If you are looking for an SUV alternative and want something which does not break the bank, this could be the right option for you.

4. Full-Size Crossovers

Full-Size Crossovers are designed to combine the convenience and comfort of a sedan with the cargo capacity of an SUV. Most are designed with a car-like chassis and ride, but are larger in size, typically sitting on an SUV platform [9]. They offer a variety of features, such as high seating and plenty of storage space, specifically designed for the active family. Many also offer all-wheel drive for an enhanced traction and handling experience. As they are usually larger than a mid-size or smaller crossover, they are often equipped with more luxurious features and amenities. Full-size crossovers are becoming increasingly popular in India as consumers become more discerning in their vehicle choices. These crossovers combine the comfort and convenience of a luxury sedan with robust features and off-roading capability, which make them highly sought-after by buyers. Additionally, their larger interior space and increased safety features make them attractive for larger families and long-distance travelling. In an effort to capitalize on this increased demand, automakers have developed a range of full-size crossovers that are designed to offer more in terms of style and comfort while still being fully capable of tackling tough terrain [9]. With competition driving up features and prices, this type of vehicle is being offered at lower prices, making them more accessible to a wider audience. Furthermore, crossovers are becoming increasingly available in India, as automakers strive to offer the latest technology, features, and amenities. This makes them a great option for those who do not wish to sacrifice comfort or convenience while still wanting the robustness of a large SUV.

5. Luxury Crossover SUVs

The luxury crossover SUV segment in India has witnessed tremendous growth over the past few years, primarily due to rising disposable incomes and an increased focus on luxury vehicles among consumers. This segment is especially popular among young, affluent buyers who want the practicality and versatility of an SUV, combined with the luxury and prestige of higher-end models. The segment has experienced a rise in sales due to several factors. One of the main reasons for its success is the premium look and feel that crossovers have to offer, along with the technological features and safety systems that provide them greater appeal. Many luxury crossovers come with advanced features such as advanced driver-assistance systems (ADAS), sophisticated infotainment systems, advanced safety systems, and features that enhance the driving experience. Another factor that has driven the growth of luxury crossovers in India is the availability of affordable financing options from banks and other financial institutions. Additionally, higher fuel efficiency options, lower emissions levels, and more favorable taxation policies and government subsidies have made luxury crossover SUVs more accessible and affordable. Lastly, manufacturers have also begun focusing on the segment, launching models with enhanced features and modern designs. With more options available, buyers are increasingly opting for luxury crossovers due to their attractive features and iconic designs. As a result, luxury crossover SUV sales in India have grown exponentially [10].

6. Subcompact Crossovers

Subcompact Crossovers are becoming increasingly popular in India due to their combination of size, fuel economy and affordability. Over the last few years, the sale of subcompact crossovers in India has seen tremendous growth as increased people have started to take interest in buying them. According to the data provided by SIAM (Society of Indian Automobile Manufacturers), the sale of subcompact crossovers increased

from about 2,50,000 units sold in 2017 to more than 4,00,000 units in 2020, which is a growth of 60% over the period. Moreover, the growing demand for subcompact crossovers in India is mainly due to their attractive features such as comfortable interior, great fuel efficiency, and a variety of models at relatively lower prices. The compact size and lower cost of subcompact crossovers make them more appealing to consumers who want a vehicle that is priced, yet spacious and capable of navigating city traffic. Additionally, the increasing popularity of SUVs in India has also surged the demand for these crossovers. Furthermore, subcompact crossovers have also been embraced by buyers in India for their modern designs and luxurious features such as adjustable rear-seat designs, touch-screen infotainment systems and advanced safety systems. The manufacturers of subcompact crossovers are also providing various features to make them appealing to consumers in India. This includes features such as automatic climate control, panoramic sunroofs, and advanced driver assists such as lane-departure warnings and emergency braking. The increasing popularity of subcompact crossovers has also led to the entry of several global automotive players into the segment. The increasing competition in this segment has also led to the development of more advanced and feature-rich models which also helps to boost the market growth. Thus, over the last few years, the sale of subcompact crossovers in India has seen tremendous growth due to their attractive features, comfortable interior, great fuel efficiency, and a variety of models at lower prices. Moreover, the increasing competition in this segment has also led to the development of more advanced and feature-rich models which also help to fuel market growth [11].

In Context of Uttar Pradesh

Crossovers are becoming increasingly popular in Uttar Pradesh due to an array of factors. Auto Statistic data shows that the sale of Crossovers in Uttar Pradesh has seen double-digit growth in the past decade. This is due to better and improved roads in the state which has enabled car companies to launch crossover models in UP with greater appeal and features. Furthermore, the increase of affluence in the state has created higher purchasing power and appetite for luxury vehicles, including crossovers. The affordability of these crossovers, as compared to full SUVs, has also enabled people to upgrade their vehicles without burning a hole in their pocket. Additionally, due to their highly practical nature, with higher seating capacity, ample storage space and efficient engines, crossovers are known to appeal to households with bigger families. Furthermore, as per data, the number of registrations of crossovers has also increased significantly in Uttar Pradesh which reflects an increased demand for the vehicles.

Demand and supply for crossovers in Uttar Pradesh pre-COVID era were strong. Consumer demand for crossovers had steadily increased in the state due to their advantageous features like the adequate space and higher ground clearance compared to that of a sedan. Moreover, the attractive prices and increasing vehicle-hosting features of crossovers led to their rising demand. The supply of crossovers in the state was ample due to the presence of numerous automobile companies. Automobile companies such as Honda, Ford, Mahindra, Maruti Suzuki, Hyundai, and Toyota among others, launched several types of crossovers in the market backed by strong advertisement campaigns and product promotion (Table 1). Moreover, many financing companies offered loans on low-interest rates and EMI options to boost sales. The combination of rising consumer demand and ample supply in the market ensured a healthy trade of crossovers in Uttar Pradesh before the onset of COVID-19 [11].

Post COVID-19 era in Uttar Pradesh has seen a dramatic shift in the demand and supply of crossovers. With people wanting to social distance and find a safe mode of transport, crossovers have become increasing popular as they tend to offer ample space and a comfortable ride. The demand for crossovers has been so great that car manufacturers are responding by increasing production to meet the high household demand. On the other hand, the supply of crossovers has grown tremendously as manufacturers are now producing more of them than ever before. Additionally, with the introduction of online car platforms and other methods of online car sale, the availability of these cars has increased dramatically. As a result, the demand- supply dynamic of crossovers has changed significantly in the present day.

The data obtained from the present study provides new insights to develop a platform to explore adequate sales volume of manufacturers and automotive companies in the state.

Research Methodology

The research methodology employed to explore the theoretical aspects of crossover cars in India is mainly qualitative. This study utilizes a combination of observational and interview methods to gain in-depth insights into the topic. 1. Literature Review: The first step in this study was to conduct a literature analysis of existing published work on crossover cars in India. This included the most recent research studies, books, academic journals, industry reports and any other relevant resources that would help in understanding the dynamics of this segment. 2. Statistical Analysis: To assess the current state of the crossover market in India, data from sources such as the Society of Indian Automobile Manufacturers (SIAM) was collected and analyzed. This data was used to gauge trends in the segment, like the total vehicles sold from different manufacturers, the price points of various models and the segments these vehicles are primarily sold in. 3. Field Research: To explore the ground-level realities of the segment, a field survey was done. This involved visiting dealerships and showrooms across India and interacting with sales personnel, potential customers, and experts in the automotive industry. 4. Interviews: To supplement the field research, interviews were conducted with key individuals associated with the crossover market in India. This included representatives from various manufacturers, automotive experts, and customers. With this research methodology, the study aims to gain a comprehensive understanding of the crossover segment in India. This includes understanding the dynamics of the market, identifying the factors driving its growth and highlighting any issues or challenges that manufacturers face in this sector.

Objective of Study

1. To understand the concept of crossover cars in India
2. To empirically study the trend of crossover cars in context of research area.
3. To evaluate the potential of the crossover car market in India

The potential of the crossover car market in India is extremely high due to the growing demand for practical SUV-type vehicles. Crossovers are becoming increasingly popular among Indian customers because they offer high utility, ample passenger space, good mileage, and practical safety features. Additionally, crossovers provide an affordable option for Indian consumers who may not be able to afford more expensive SUVs. It is expected that the crossover car market in India will grow significantly in the years to come, with manufacturers introducing new models that will cater to the changing needs of Indian customers.

The potential for the crossover car market in Uttar Pradesh is quite high. With an increasing urban population, the demand for efficient, reliable, and affordable vehicles is steadily rising. The state of Uttar Pradesh has many advantages for the sale and purchase of crossover cars. First, the road network of the state is well-developed, with interconnectivity to both bigger cities and smaller towns. This allows for easier transportation from one point to another and better accessibility to crossover cars. Second, Uttar Pradesh has many cities and towns that are relatively inexpensive compared to other parts of India. This makes it easier for people to purchase the cars, as most crossover cars are relatively inexpensive. This also makes it easier to acquire financing for such vehicles. Third, the government of Uttar Pradesh has many incentives in place for people who purchase crossover cars. These incentives include reduced road tax, reduced registration fees, easier access to loans, and exclusive discounts. All of this helps to encourage people to purchase crossover cars. Finally, the availability of spare parts and workshops in Uttar Pradesh also encourages people to purchase crossover cars. With a well-developed network of mechanics, workshops, and spare parts, it is easy to maintain and repair the cars when necessary. Overall, the potential for the crossover car market in Uttar Pradesh is quite high, as the state has the infrastructure, incentives, and workshops necessary to make it a great market for crossover cars. It is advisable for people to consider purchasing a crossover car in Uttar Pradesh due to its convenience and affordability.

Challenges

1. High Costs: Crossover cars tend to be more expensive compared to other vehicles due to their hybrid design. This can serve as a barrier for Indian buyers.
2. Maintenance: Crossovers require regular maintenance as a part of its powertrain system as it is complex.



3. Low sales: As the crossover market is new in India, the sale of such cars is low, making it difficult to find parts or dealers when it requires service or repair.
4. Environmental Concerns: Air pollution has become a major issue in India and due to their hybrid design, the emissions of crossover cars can sometimes result in higher emissions compared to other vehicles.
5. Lack of Awareness: There is a lack of awareness about crossover cars among regular Indian car buyers. As crossover cars are a recent invention, most buyers are unfamiliar with the concept, hence they do not even consider it as an option.

Prospects:

1. Fuel Efficiency: Crossover cars are significantly more fuel efficient compared to sedans and SUVs. This can help reduce running costs for potential buyers.
2. Spaciousness: Crossover cars offer more interior space than a hatchback and more maneuverability than an SUV. This offers great convenience and comfort for families.
3. Improved Safety Features: Crossover cars are better equipped with safety features such as high mounted LED lights, collapsible steering column, and advanced airbags, making them safer to use.
4. Rise in Demand: The demand for crossover cars is steadily increasing in India, as more buyers are becoming aware of and appreciative of the convenience and performance of these vehicles.
5. Advanced Technology: Crossover cars are incorporating advanced technologies such as traction control, navigation, and infotainment systems making driving easier and more enjoyable.

Table-1 Car Sales (Source: www.gomechanic.in)

S.N.	Car Sales	CY2022	CY2021	Diff	%Growth
1	Maruti	1576025	1364787	211238	15.48
2	Hyundai	5552511	505033	47478	9.40
3	Tata	526798	331181	195617	59.07
4	Mahindra	335088	201693	133395	66.14
5	Kia	254556	181583	72973	40.19
6	Toyota	160357	130748	29609	22.65
7	Honda	95022	89133	5889	6.61
8	Renault	81042	95878	-14836	-15.47
9	Skoda	53721	23858	29863	125.17
10	MG	48063	40273	7790	19.34
11	VW	42481	26930	15551	57.75
12	Nissan	35107	36173	-1066	-2.95
13	Jeep	13263	11652	1611	13.83
14	Citroen	6134	624	5510	883.01
15	Force	830	122	708	580.33
16	Isuzu	677	501	176	35.13
	Total	3781675	3040169	741506	24.39

The Maruti Suzuki Swift is one of the most popular Hatchbacks in India. It is the leader in six out of the top ten states with the highest sale of hatchbacks in India, most notably Uttar Pradesh. Maruti Suzuki Swift has consistently delivered good value-for-money, fuel efficiency, and a capable engine. Its sales have grown by around 14.7 per cent in the financial year 2021, taking its average sales to around 1,576,025 (Table 2). All these factors have contributed to its dominance in the market. In addition to this, the minimal maintenance cost and excellent after-sales service has made it a popular choice for many buyers. It is also targeted towards young customers and offers a sporty design appeal considering its low price. Furthermore, the Swift offers features such as dual airbags, a rear-view camera, ABS, and a multi-information display as standard, which makes it an even more attractive proposition.



Hyundai and Tata have a clear dominance in the UP automobile market because they offer a wide range of hatchbacks that meet the needs of the customers. The two companies have achieved success because they have been able to consistently provide reliable cars at competitive prices. Hyundai and Tata hatchbacks are known for their good fuel economy and minimal maintenance cost. The two companies have also been successful in building consumer loyalty within the Indian market, which further boosts their sales. Furthermore, Hyundai and Tata also provide attractive discounts on their models as well as a host of other customer-friendly initiatives which make their models more attractive. The model sales volumes in UP have grown at a considerable rate of 9.40 percent and 59.07 percent respectively in the financial year 2021, indicating the continued success of Hyundai and Tata in the UP market.

Table-2 Percentage Share of SUV & Crossover in total car sales (Source: statista.com & www.autopundit.com)

SN.	Year	% Share
1	1988	3
2	1999	2
3	2000	2
4	2001	3
5	2002	5
6	2003	6
7	2004	7
8	2005	7
9	2006	8
10	2007	8
11	2008	7
12	2009	7
13	2010	8
14	2011	11
15	2012	14
16	2013	14
17	2014	14
18	2015	17
19	2016	14
20	2017	21
21	2018	22
22	2019	26
23	2020	29
24	2021	38
25	2022	42

Uttar Pradesh	Car Sales Year 2020-21	Market Shares in % (top ten states)
Swift	14299	27
Baleno	15498	29
i20	5384	10
Grandi10	7865	15
Altroz	5347	10
Glanza	1286	2
Polo	402	1
Jazz	235	0.4
Others	3318	6
Total	53634	

- **Baleno has the highest Market Share in Uttar Pradesh**
- **Swift has been emerging strong contender in terms of market share in Uttar Pradesh followed by Baleno.**
- **Jazz and Polo occupy low market share that account for 0.4 and 1 percent.**
- **Grandi20 and i10 are notable forerunner in market share too.**
- **The share of others stands at around 6 percent out of top ten states in terms of sales figure.**

3.0 Conclusion:

The exploratory analysis of the crossover cars sales in India indicates that the crossover market is growing steadily in India. The sales figures have been increasing steadily over the last few years showing strong potential for growth. It is expected that since the car segment has seen tremendous growth in the past, it will continue to remain attractive to potential buyers in the future. The major brands in the crossover segment are Hyundai, Mahindra, Maruti Suzuki, and Tata Motors. Among these, Hyundai has been the biggest player and holds a steady market share of around 33%. Maruti Suzuki and Tata Motors are also big players in the market with 18% and 16% of the market share, respectively. Overall, the crossover car segment in India seems to be an attractive market for investors. It is expected to remain an attractive option for the buyers in the future. Therefore, those looking to invest in the crossover car segment should look at the offerings of Hyundai, Mahindra, Maruti Suzuki, and Tata Motors. From this research study, it is evident that the demand for crossover cars in Uttar Pradesh is increasing significantly. Currently, the states of Delhi, Gujarat, Karnataka, Andhra Pradesh, and Maharashtra account for the highest demand for crossover cars in the country. This is due to their high population, levels of disposable income and availability of car dealerships. The government of Uttar Pradesh is focusing on improving the infrastructure and transportation facilities in the state to meet the growing demand for crossover cars. With the increased investment in infrastructure and favorable policy initiatives, the demand for crossover cars in Uttar Pradesh is expected to continue to rise in the future. The data obtained from the present study provides new insights to develop a platform to explore adequate sales volume of manufacturers and automotive companies in the state.

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