

Indian market yet to develop fully, can't replicate LA or NY, says Corbi

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At a time when vehicles-traffic- are being viewed as a major issue in Uttarakhand, Maurizio Corbi was here teaching students of automobile designing at UPES the basics and the nuances. While working under Pininfarina's banner, he was instrumental in designing classic Ferrari models like the F355, 456, 550 and California. In an exclusive interaction with The during his visit to UPES, he was initially busy teaching the students the craft and art of the automobile and the other aspects connected to it.

When our correspondent visited UPES, he was busy sharing his skills with the students. Talking about automobiles and designing over cups of tea, Corbi said that India is one of the last biggest automobile markets yet to bloom to its full po-

tential. The automobile market in India is not matured like it has in Europe or Japan but it still has major potential. On being asked



about the design changes and tastes of consumers and manufacturers, he said that Ferrari was made for the elite, not for the masses. The target of producers now is the masses and designers and others involved churn out vehicles for the masses. The common public- the av-

erage customer doesn't know what he or she wants, he said.

Regarding the trend of electric vehicles and hybrids, Corbi said that the choice of fuel basically depends on the condition of the nation, society and economy. What sells in Europe may not necessarily be popular in India, for example. On aspects of designing based on the fuel, Corbi pointed out the difference in the front grill design which is non-existent in EVs. "Different regions and societies follow different ideas. Something that is popular in Los Angeles or New York can't necessarily be so in India. What I have observed is that India is a huge market and has major potential as far as the automobile sector is concerned. When one talks about the traffic and related aspects, it depends on the quality of roads too," he said.