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HUGE EXPENSIVE VEHICLES OFFER COMFORT IN CUBICLES

[*1]Dr. Pruthviraj K. Chaudhary, [2]Dr. Dhrubo Jyoti Sen

[*1]Shri Sarvajanik Pharmacy College, Gujarat Technological University, Arvind Baug, Mehasana-384001, Gujarat, India.

[2]School of Pharmacy, Techno India University, Salt Lake City, Sector-V, EM: 4/1, Kolkata-700091, West Bengal, India.

***Corresponding Author: Dr. Pruthviraj K. Chaudhary**

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ABSTRACT

A supercar is a high-performance sports car, often with a focus on speed, handling, and luxury. They are typically characterized by their powerful engines, low-slung profiles, and advanced technology derived from motorsports. The term is often associated with the extreme end of the sports car spectrum and can be subjective, with some considering the "hypercar" category to be the highest echelon of performance. High Performance: Supercars boast powerful engines, often producing between 500 and 900 horsepower or more, enabling impressive acceleration and top speeds. Advanced Technology: They often incorporate technology and features derived from racing, including advanced aerodynamics, suspension systems, and braking technology. Low-Slung Design: Supercars typically feature low-profile designs with a low centre of gravity, which enhances handling and stability at high speeds. Luxury and Exclusivity: Beyond performance, supercars often feature high-end interiors and materials, reflecting their status as a symbol of luxury and exclusivity. Subjectivity: The term "supercar" can be subjective, with some distinguishing a higher performance category known as "hypercar".

KEYWORDS: Hypercar, Supercar, BMW, Bugatti, Rolles Royce, Mercedes-Benz, Lamborghini, Land Rover, Ferrari, Limousine.

Overview: BMW: The acronym **BMW** stands for **Bayerische Motoren Werke** GmbH, which roughly translates to the Bavarian Engine Works Company. The name harks back to the company's origin in the German state of Bavaria.

Oliver Zipse (born 7 February 1964) is a German business executive who has been the chairman of the board of management (CEO) of BMW since 16 August 2019.



Figure-1: BMW car, head office & logo.

Bayerische Motoren Werke Aktiengesellschaft, trading as BMW Group sometimes anglicised as Bavarian Motor Works), is a German multinational manufacturer of luxury vehicles and motorcycles headquartered in Munich, Bavaria, Germany. The company was founded in 1916 as a manufacturer of aircraft engines, which it produced from 1917 to 1918 and again from 1933 to 1945, creating engines for aircraft that were used in the Second World War.



Figure-2: Oliver Zipse; CEO of BMW.

BMW cars price list in India (July 2025) BMW car prices in India range from ₹46.90 Lakh to ₹2.60 Cr (Ex-showroom). The top 5 popular BMW models and their prices are the 2 Series Gran Coupe (₹46.90 - 48.90 Lakh), M5 (₹1.99 Cr), X1 (₹50.80 - 54.30 Lakh), X5 (₹97.80 Lakh - 1.12 Cr), X7 (₹1.31 - 1.35 Cr). Every petrol engine BMW can use E10 fuel without ill effects but owners of some BMW cars that pre-date 1994 manufacture should closely follow the owner's handbook instructions by maintaining use of 97+ Octane Super-Unleaded which will now be labelled as E5 on petrol station forecourts. Since 2000, the Bugatti automobile brand has officially existed as Bugatti Automobiles S.A.S., still abbreviated to Bugatti. Since then, the company's headquarters have once again been located in Molsheim, France. Mate Rimac (born 12 February 1988) is a Croatian innovator and entrepreneur. He is the founder and CEO of the Rimac Group, a business which includes Bugatti Rimac – composed of the Bugatti Automobiles and Rimac Automobili brands – as well as Rimac Technology, a supplier of technology to automotive brands. Founded by Ettore Bugatti in 1909, **Bugatti:** It is a state-of-the-art hyper sports car marque based in Molsheim, France. For more than 115 years, the brand has been at the pinnacle of the automotive industry, creating the world's most powerful and luxurious cars. Each car is still hand-assembled in the Atelier in Molsheim.



Figure-3: Bugatti car & Factory.

Bugatti vehicles primarily use premium gasoline (petrol). Specifically, the Bugatti Veyron and Chiron models utilize a powerful W16 engine that requires high-octane fuel. The fuel tank capacity for the Veyron is 100 liters, or 26.4 gallons.

Bugatti Veyron: The Veyron's W16 engine (7993 cc) is designed to run on premium gasoline.

Bugatti Chiron: The Chiron also utilizes a W16 engine (7993 cc or 7998 cc) and requires premium gasoline.

Fuel Consumption: Bugatti models are known for their high performance, which comes with significant fuel consumption. For example, the Chiron's combined fuel consumption is around 22.5 L/100 km (12.55 mpg-imp; 10.45 mpg-US).

Fuel Type: The Bugatti Veyron and Chiron are not designed to run on alternative fuels like diesel or ethanol.

They require high-octane gasoline to operate efficiently and safely.

Bugatti prices vary greatly depending on the model and its features, with base models starting around ₹ 19 crores and going up to ₹ 132 crores for limited editions like the La Voiture Noire. The Chiron, for instance, has a starting price of ₹ 19 crores and can reach ₹ 28.40 crores for the Super Sport variant. Other models like the Veyron and Divo have price tags of ₹ 11.39 crores and ₹ 41.01 crores, respectively.

Starting at ₹ 11.39 crores.

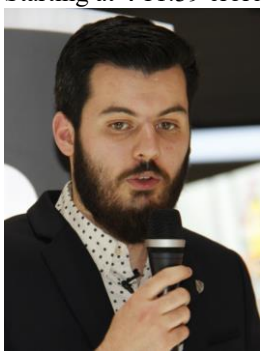




Figure-4: Mate Rimac; the CEO of Bugatti, Logo.

Bugatti Chiron: Starting at ₹ 19 crores, with the Chiron Super Sport variant reaching ₹ 28.40 crores.

Bugatti Divo: Starting at ₹ 41.01 crores.

Bugatti La Voiture Noire: A limited edition model, priced at ₹ 132 crores.

Rolls-Royce Limited was a British luxury car and later an aero-engine manufacturing business established in 1904 in Manchester by the partnership of Charles Rolls and Henry Royce. Building on Royce's good reputation established with his cranes, they quickly developed a reputation for superior engineering by manufacturing luxury cars. The business was incorporated as "Rolls-Royce Limited" in 1906, and a new factory in Derby was opened in 1908. The First World War brought the company into manufacturing aero-engines. Joint development of jet engines began in 1940, and they entered production in 1944. Rolls-Royce has since built an enduring reputation for the development and manufacturing of engines for military and commercial aircraft. Rolls-Royce has been a global leader in aerospace and defence, powering everything from commercial airliners to nuclear submarines. After it was nearly grounded by the COVID-19 pandemic, the company turned to transformation specialist **Tufan Erginbilgic**, who stepped in as CEO in 2023. Mr. Erginbiglic holds a Bachelor of Science in Engineering degree from Istanbul Technical University, Turkey, a Masters of Business Administration degree from Bosphorous University, Turkey and a Master in Economics degree from Ohio State University, U.S. Born in 1959, British and Turkish citizenship. The primary Rolls-Royce Motor Cars manufacturing and headquarters facility is located in Goodwood, England. Specifically, it's situated on the 42-acre Goodwood Estate in West Sussex. The facility, which opened on January 1, 2003, is known for its unique design, which includes an eight-acre living roof covered in sedum plants. Headquarter: Goodwood, West Sussex, England. Size: The facility sits on a 42-acre site. Design: It was designed by architect Sir Nicholas Grimshaw and blends into the surrounding countryside. Features: The facility is known for its sustainable design, including the large living roof and a focus on environmental impact reduction. Production: All Rolls-Royce motor cars are designed and manufactured at the Goodwood facility. This includes the Phantom, Spectre (all-electric), Cullinan SUV, and previously the Dawn and Wraith. History: The facility opened shortly after BMW acquired Rolls-Royce, and it's located near where Sir Henry Royce, one of the brand's founders, lived.

Workforce: As of 2017, the plant produced around 20 cars a day and employed over 1,700 workers.





Figure-5: Tufan Erginbilgic; CEO of Rolls-Royce & logo.

The Rolls-Royce logo is comprised of two key elements: the "Spirit of Ecstasy" hood ornament and the double "R" monogram. The Spirit of Ecstasy, a winged sculpture of a woman, is a globally recognized symbol of the brand. The double "R" monogram, representing the founders, is often seen in the car's grille and other areas.

Spirit of Ecstasy: This iconic statuette, originally sculpted by Charles Sykes, is a woman leaning forward with arms outstretched behind and above her, with cloth billowing behind like wings. It's a symbol of luxury, grace, and the pursuit of excellence, according to Rolls-Royce. The figurine has also been adapted into a two-dimensional illustration for modern use.

Double "R" Monogram: The intertwined double "R"s are a direct representation of the founders, Charles Stewart Rolls and Frederick Henry Royce. This monogram is a consistent visual element across various Rolls-Royce products and branding.

The Rolls-Royce Motor Cars brand is currently owned by BMW, which acquired the rights to the brand name and logo in 1998. Rolls-Royce Motor Cars is a wholly owned subsidiary of BMW Group, responsible for the production of Rolls-Royce automobiles. The company was originally founded by Charles Rolls and Henry Royce in 1904, but the current entity, Rolls-Royce Motor Cars Limited, was established in 1998 as a BMW subsidiary.

The cost of a Rolls-Royce vehicle in India starts at ₹6.95 Crore (ex-showroom) and can go up to ₹12.25 Crore, depending on the model and customizations.
Rolls-Royce Phantom: ₹8.99 - ₹10.48 Crore (ex-showroom)
Rolls-Royce Cullinan: ₹10.50 - ₹12.25 Crore (ex-showroom)
Rolls-Royce Spectre: ₹7.50 Crore (ex-showroom)
Rolls-Royce Ghost Series II: ₹8.95 - ₹10.52 Crore (ex-showroom)

The costliest car in the world, as of today, is the Rolls-Royce La Rose Noire Droptail, priced at approximately $30 million or Rs. 251 crore. It's a bespoke two-seater roadster with a removable hardtop and features a unique body paint that changes color depending on the viewing angle.

Rolls-Royce La Rose Noire Droptail: This car is custom-built with a focus on intricate craftsmanship and unique design elements.

Engine: It's powered by a twin-turbo 6.75-liter V-12 engine, producing 563 bhp and 820 Nm of torque.

Body: The body is constructed from carbon, steel, and aluminum.

Inspiration: The design is inspired by the petals of the Black Baccara rose.

Other Notable Expensive Cars: Other contenders for the most expensive car list include the Rolls-Royce Boat Tail, Bugatti La Voiture Noire, and Pagani Zonda HP Barchetta.

Mercedes-Benz commonly referred to simply as Mercedes and occasionally as Benz, is a German automotive brand that was founded in 1926. Mercedes-Benz AG (a subsidiary of the Mercedes-Benz Group, established in 2019) is based in Stuttgart, Baden-Württemberg, Germany. Mercedes-Benz AG manufactures luxury vehicles and light commercial vehicles, all branded under the Mercedes-Benz name. From November 2019 onwards, the production of Mercedes-Benz-branded heavy commercial vehicles (trucks and buses) has been managed by Daimler Truck, which separated from the Mercedes-Benz Group to form an independent entity at the end of 2021. **Sten Ola Källenius** (born 11 June 1969) is a Swedish-German business executive. He serves as the Chairman of the Board of Management and CEO of the Mercedes-Benz Group. Källenius was the first non-German to hold both positions prior to obtaining German citizenship.

In 2018, Mercedes-Benz became the world's largest premium vehicle brand, with a sales volume of 2.31 million passenger cars.



Figure-6: Mercedes-Benz car, Sten Ola Källenius; CEO & logo.

Mercedes-Benz car prices in India for July 2025 range from approximately Rs. 46.05 Lakh to Rs. 4.20 Crore (Ex-showroom). Popular models include the GLA, C-Class, GLC, and E-Class, with prices ranging from Rs. 50.80 Lakh to Rs. 92.50 Lakh. The most expensive Mercedes-Benz models, like the Maybach S-Class and G-Class, can exceed Rs. 2 Crore.

Mercedes-Benz GLA: Prices range from Rs. 50.80 Lakh to Rs. 55.80 Lakh.
Mercedes-Benz C-Class: The on-road price in Kolkata starts at Rs. 68.25 Lakh.
Mercedes-Benz E-Class: The E-Class is available in the price range of Rs. 78.50 Lakh to Rs. 92.50 Lakh.
Mercedes-Benz GLC: Prices start from Rs. 76.80 Lakh.
Mercedes-Benz GLS: The price range is Rs. 1.34 Crore to Rs. 1.43 Crore.
Mercedes-Benz G-Class: The G-Class starts at Rs. 2.55 Crore.

The Mercedes-Benz AMG G63 Grand Edition: The price tag of Rs 4 crore. This special edition G-Class features unique design elements both inside and out, inspired by the Indian market. Deliveries of the Grand Edition are scheduled to begin in the first quarter of 2024.

The Mercedes-Benz Maybach models, such as the Maybach GLS, are among the most expensive, with prices ranging from Rs. 3.35 Crore to Rs. 3.71 Crore.

Land Rover: Adrian Mardell is the Chief Executive Officer (CEO) of Jaguar Land Rover (JLR). He was appointed to the position on July 20, 2023, after serving as interim CEO since November 2022. Prior to his CEO appointment, Mardell held the position of Chief Financial Officer at JLR. The Land Rover headquarters, which is part of Jaguar Land Rover (JLR), is located in Whitley, Coventry, United Kingdom. The specific address is Abbey Road, Whitley, Coventry CV3 4LF. JLR also has a global headquarters building in Whitley, which was opened in 2011.



Figure-7: Land Rover car, Adrian Mardell; the CEO & Logo & Factory.

Land Rover prices in India range from ₹ 69.50 Lakh for the Range Rover Evoque to ₹ 2.75 Crore for the Range Rover. The Defender, Range Rover Sport, and Range Rover Velar models are also available with prices ranging from ₹ 1.05 Crore to ₹ 89.90 Lakh, respectively.
Range Rover Evoque: Starting at ₹ 69.50 Lakh.
Range Rover Velar: Starting at ₹ 84.90 Lakh.
Defender: Starting at ₹ 1.05 Crore.
Range Rover Sport: Starting at ₹ 1.48 Crore.
Range Rover: Starting at ₹ 2.48 Crore.

Ferrari is an Italian luxury sports car manufacturer based in Maranello. Founded in 1939 by **Enzo Ferrari** (1898–1988), the company built its first car in 1940.





Figure-8: Ferrari car, CEO: Enzo Ferrari, Logo & Factory.

Ferrari SF90 Stradale: Rs. 7.50 Cr*
Ferrari F8 Tributo: Rs. 4.02 Cr*
Ferrari Roma: Rs. 3.76 Cr*
Ferrari 296 GTB: Rs. 5.40 Cr*

Ferrari is an Italian luxury sports car manufacturer, based in Maranello, Italy. While the company was initially founded by Enzo Ferrari, and has been publicly traded since 2016, the majority ownership is held by Exor N.V., a holding company controlled by the Agnelli family, also known for their ownership of Fiat Chrysler Automobiles (now Stellantis). Piero Ferrari, Enzo Ferrari's son, also holds a significant stake in the company. Ferrari is primarily owned by the public (through stock market listings), with significant ownership by Exor N.V. and Piero Ferrari. Exor N.V., controlled by the Agnelli family, holds a large stake. Piero Ferrari, Enzo Ferrari's son, also owns a substantial portion of the company.

Public: A majority of Ferrari shares are held by the public through stock market listings on the New York and Milan exchanges.

Exor N.V.: This Dutch holding company, ultimately controlled by the Agnelli family, has a significant ownership stake in Ferrari.

Piero Ferrari: Enzo Ferrari's son, Piero, owns a 10% stake in the company.

Benedetto Vigna (born 10 April 1969) is an Italian physicist and businessman. He is currently the chief executive officer (amministratore delegato in Italian) of Ferrari.
Stephan Winkelmann (born 18 October 1964) is a German automotive executive who is the President and CEO of Ferrari.



Figure-9: Lamborghini car, Founder & Logo.

Lamborghini: Automobili Lamborghini S.p.A. since December 1, 2020. Automobili Lamborghini usually referred to as Lamborghini or colloquially Lambo, is an Italian manufacturer of luxury sports cars and SUVs based in Sant'Agata Bolognese. The company is owned by the Volkswagen Group through its subsidiary Audi. Stephan Winkelmann - Chairman and CEO at Automobili Lamborghini. Lamborghini prices in India (July 2025) range from ₹4.18 Crore to ₹8.89 Crore, depending on the model and variant. The Lamborghini Urus starts at ₹4.18 Crore, while the Revuelto has a starting price of ₹8.89 Crore. The newly introduced Temerario has a price tag of ₹6 Crore.
Lamborghini Urus: ₹4.18 - 4.57 Crore
Lamborghini Huracan EVO: ₹4 - 4.99 Crore
Lamborghini Revuelto: ₹8.89 Crore
Lamborghini Temerario: ₹6 Crore

These prices are ex-showroom prices and can vary depending on the specific model, options, and location. For example, the on-road price of the Lamborghini Huracan EVO in Bangalore can range from ₹5 Crore to ₹6.23 Crore **Ferruccio Lamborghini Cavaliere di Gran Croce** OMRI (28 April 1916 – 20 February 1993) was an Italian automobile designer, soldier, inventor, mechanic, engineer, winemaker, industrialist, and businessman who created Lamborghini Trattori in 1948 and the Automobili Lamborghini in 1963, a maker of high-end sports cars in Sant'Agata Bolognese.



Figure-10: Ferruccio Lamborghini Cavaliere di Gran Croce; CEO and luxury car.

Lamborghini vehicles primarily use petrol (gasoline) as fuel. While some models might have specific fuel requirements, such as premium or high-octane fuel, petrol is the standard fuel type. Lamborghini has also explored the use of synthetic fuels for racing and is considering it for future applications.

Standard Fuel: Most Lamborghini models, like the Aventador, Huracan, and Urus, run on petrol.

Fuel Type Specifics: While petrol is the standard, some models may have specific recommendations for fuel type, such as using premium or high-octane fuel for optimal performance. For example, the Huracan is recommended to use premium fuel.

Synthetic Fuels: Lamborghini has shown interest in synthetic fuels, also known as e-fuels, as a potential alternative for the future, particularly for racing activities. These fuels are produced using renewable energy sources and could help reduce emissions.

Fuel Consumption: Fuel consumption varies between models, with some models like the Huracan achieving around 7.3 kmpl and the Urus around 7.8 kmpl according to CarDekho. The Aventador's fuel consumption is around 7.69 kmpl.

Hybrid and Electric: Lamborghini is also venturing into hybrid and electric powertrains, with models like the Revuelto and the upcoming Temerario, which combine electric motors with a combustion engine.

Lamborghinis are expensive due to a combination of factors including high-quality materials, extensive design work, limited production, and the brand's prestige. The use of exotic materials like carbon fiber, the extensive design and engineering process, and the small number of vehicles produced all contribute to the high cost. Additionally, the brand's reputation for performance and luxury, along with the high cost of specialized maintenance and insurance, adds to the overall price.

High-quality materials: Lamborghinis utilize expensive materials like carbon fiber, titanium, and exotic alloys, which are lightweight and durable, but also costly.

Extensive design and engineering: The design process for a Lamborghini is more intensive than for many other cars, involving significant research, development, and testing.

Limited production: Lamborghini produces relatively small numbers of vehicles compared to mainstream manufacturers, which means the development and manufacturing costs are spread across fewer cars, increasing the per-unit cost.

Brand prestige: Lamborghini is a high-end luxury brand, and the name itself carries a premium price.

Specialized maintenance and insurance: Owning a Lamborghini also comes with higher maintenance and insurance costs due to the specialized parts and high-performance nature of the vehicles.

Customization options: Lamborghini offers a wide range of customization options, allowing owners to personalize their vehicles with unique paint jobs, interior finishes, and other features, further increasing the price.

Limousine

- **Name Origin (1700s):** The term comes from the Limousine region in France, where local shepherds wore hooded cloaks that resembled the covered driver's compartment of early horse-drawn carriages.
- **First Automobile Limousine (1902):** The first motor vehicle designed with a separate, open-air compartment for the driver and an enclosed cabin for passengers appeared around 1902.
- **First Stretch Limousine (1928):** The first extended-wheelbase "stretch" limousine was created by the Armbruster Coach Company in Fort Smith, Arkansas. They were originally built to transport big-band leaders, their musicians, and heavy equipment (earning them the nickname "big band busses").

The concept and word "limousine" originate from France, where the name comes from the Limousin region and the first engine-powered limousine was built in 1902.





Figure-11: Limousine Car & Longest Limousine.

Birthplace (France): The term comes from the French word limousine (after the region and its shepherds' hooded cloaks, which inspired early covered passenger compartments). The first motorized limousine was developed in France in 1902.

Stretch Limousine (United States): The first extended-wheelbase or "stretch" limousine was built in Arkansas, USA, in 1928 by Armbruster to transport big bands and their instruments.

Global Production: Modern limousines and luxury chassis are built and customized across multiple countries, including the United States, Germany, the United Kingdom, and others by brands like Cadillac, Lincoln, Mercedes-Benz, and Rolls-Royce.

Limousine car prices in India vary widely depending on whether you mean a compact luxury sedan marketed as a limousine, a luxury MPV/van variant, or a custom stretch limousine.

1. Luxury Sedans & Hatchbacks (Limousine Edition)

- Mercedes-Benz A-Class Limousine: Priced between ₹42.00 lakh and ₹57.60 lakh (ex-showroom). You can check current configurations via CarDekho.

2. Luxury MPVs & Vans (Limousine Variants)

- Kia Carnival Limousine+: Priced around ₹59.65 lakh to ₹64.00 lakh (ex-showroom). You can view details on the Kia Official Showroom.
- MG M9 (Electric Limousine): Introduced around ₹69.90 lakh (ex-showroom).
- Mercedes-Benz V-Class XL / Limo MPVs: Higher-end executive vans start upwards of ₹1.40 crore (ex-showroom).

3. Custom Stretch Limousines (Hummer, Chrysler, Lincoln, etc.)

- Imported / Custom-Built Stretch Limos: Factory-built or custom-imported stretch limousines are not commonly sold off-the-rack in India and involve heavy import duties, custom fabrication, and specialized registration. Prices typically start well above ₹1.5 crore to ₹3+ crore.

Most standard limousine cars have 4 wheels (two in the front and two in the rear), just like a regular passenger car or sedan. However, wheel counts vary depending on the type of limousine:

- Standard / Stretch Limousines (Lincoln, Cadillac, Chrysler): Typically have 4 wheels, even when stretched out to accommodate extra passengers, as their frames are engineered to be supported by front and rear axles.
- Super-Stretch / Custom Limousines: Larger or heavier custom builds may feature 6 wheels or more.
- "The American Dream" (World's Longest Limousine): This record-breaking 100-foot-long limousine has 26 wheels (13 on each side).

The longest limousine in the world is named "The American Dream," measuring 100 feet and 1.5 inches (30.54 meters) long.

- Creator: Designed in 1986 in Burbank, California, by custom car builder Jay Ohrberg.
- Base Vehicle: Built by conjoining 1976 Cadillac Eldorado parts.
- Wheels & Engines: Features 26 wheels and dual front and rear V8 engines.
- Amenities: Includes a swimming pool with a diving board, a jacuzzi, a king-sized waterbed, a mini-golf putting green, a 5,000-pound structural helipad, and capacity for over 75 people.
- Design: It features a hinged center so it can bend to turn corners and can be driven from both ends.

CONCLUSION

A luxury car is a passenger automobile providing superior comfort levels, features, and equipment. More expensive materials and surface finishes are used, and buyers expect a correspondingly high build quality. The term is relative and unavoidably subjective, reflecting both objective qualities of a car and projected and perceived image of the vehicle's marque. Luxury brands rank above premium brands, though there is no clear distinction between the two.

Luxury cars span from sports cars to large saloons and sport utility vehicles. "Compact" luxury vehicles also fill a niche.

REFERENCE

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