



New Mahindra at Cross Country

MAHINDRA Automotive Australia (MAA), a joint venture between Mahindra and Mahindra Ltd (M&M), one of India's leading auto brands, launched its next generation Mahindra Pik-Up utility vehicle with additional safety features such as ABS and dual air-bags, numerous interior enhancements and a fresh new look.

And it is available at Cross Country Mahindra Merriwa and Muswellbrook

M&M entered the Australian market two years ago with the launch of the Mahindra Pik-Up which was distributed by TMI Pacific.

Mahindra vehicles are now imported and distributed by the joint venture company, Mahindra Automotive Australia.

Having proven itself under the toughest of Australian conditions, the Mahindra brand has garnered a strong consumer following and advocacy over the past two years in the market.

Coupled with its 4x4 capabilities, the latest Pik-Up will be marketed under a new campaign headline 'Made for the hardest places on Earth'.

The single, dual cab, or cab chassis 4x4 or 4x2 variants are available right now at Merriwa or Muswellbrook, said Cross Country Mahindra sales manager Dominic Pike.

"Today, M&M is the leader in the utility vehicle segment in India with a rich manufacturing heritage spanning more than 60 years," he said.

"Over the years, Mahindra has built an enduring 4x4 legacy and has become the by-word for performance and reliability in India and the world.

"Although the Mahindra brand is in its infancy in Australia, it is an enormous manufacturing, financial, information technology, holiday and engineering group of 110 separate companies.

"It is one of the 10 biggest companies in India, well positioned to support a market such as Australia."

The Next Generation Mahindra Pik-Up has increased its safety features, with an anti-lock braking system (ABS) and front dual (SRS) airbags for the driver and co-driver.

"This is complemented by retensioner/Load limiter seat belts supplied by Autoliv Australia, and audio controls on the steering wheel, which allow the driver to keep their eyes firmly on the road.

"This will ensure a higher safety rating and allow a broader buyer appeal," Dominic said.

"To provide additional safety assurance and increased driver confidence, Roadside Assist has been extended from 12 months to three years."

The Next Generation Mahindra Pik-Up boasts updated interiors with ergonomically designed seats, which have been designed after meticulous 'Body Pressure Mapping'.

"Longer seatbelts, new dual-tone, electronically powered ORVMs (outer rear vision mirrors), and a 2-Din audio containing a stereo system with full CD / MP3 player and radio, USB and SD card port provide maximum convenience and comfort," he said.

"The hand brake and gear lever have a new smart, sporty look.

"Enhancing the vehicle's distinctive look is a new grille, with a characteristic silver centre piece that features the brand's logo.

"The road armour wrap-around bumpers provide the Next Generation Mahindra Pik-Up with an updated and muscular appearance, and the striking new bonnet scoop adds grunt to the vehicle's aggressive bearing, sports headlights, fog lamps and 'pull type' door handles provide additional curves and muscle to the new design.

"The Next Generation Mahindra Pik-Up is now available in an attractive new shade, Toreador Red, which will appeal even more to tradies and sportspeople who switch to 'weekend warriors' in their leisure time."

The vehicle is based on the same platform as its predecessor with a 2.5l common rail turbo diesel engine producing 79kW / 106hp at 3800rpm and 247Nm of torque from 1800 to 2200 rpm. The five speed manual transmission continues.

A Preferred Service Network is soon to be introduced so owners can venture further afield, secure in the knowledge that adequate back-up is available. All of the information will be available on a newly re-launched, highly informative and user friendly web site at www.mahindrapikup.com.au.

"Serious off-roaders have also been impressed by the good ground clearance, low fuel consumption, a strong, slugging engine, as well as an excellent approach angle from its short frontal overhand," Dominic said.

"We are continuously impressed with Mahindra's commitment to manufacturing high quality offerings and to developing their international markets.

"We're excited to be offering a new model to buyers in our area."

For further information call Dominic today on 6548 2106 or 0407 249 519.