



Mahindra Automotive Australia Launches Next Generation Mahindra Pik-Up

Rugged & reliable Mahindra workhorse now offers extra safety & a fresh new look

EMBARGO: 9am, July 23, 2009, Sydney – Mahindra Automotive Australia (MAA), a Joint Venture between Mahindra & Mahindra Ltd. (M&M), one of India's leading auto brands and TMI Pacific, today 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.

M&M entered the Australian market two years ago with the launch of the Mahindra Pik-Up which was distributed by TMI Pacific (a division of the Tynan Motor Group). Mahindra vehicles are now imported and distributed by the JV company, Mahindra Automotive Australia. The amalgamation, which took place in late 2008, has strengthened the growth and distribution of Mahindra vehicles in Australia. The most significant outcome in coming months will be market research and testing for the release of a second Mahindra model, the Scorpio SUV next year.

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 will be available to Australian buyers from August.

Pravin Shah, Director of Mahindra Automotive Australia & Executive Vice President, International Operations, Automotive Sector, Mahindra & Mahindra (M&M) Ltd., said, "Mahindra has carved a distinct niche for itself in markets across the globe with its value proposition of rugged utility and style at an affordable price. With its trendy new look and attractive features, the Next Generation Pik-Up is no exception and demonstrates our commitment to growing our brand further in the Australian market, which is of strategic importance to us.

"Today, M&M is the leader in the utility vehicle segment in India with a rich manufacturing heritage spanning more than 60 years. Over the years, Mahindra has built an enduring 4x4 legacy and has become the byword 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 ten biggest companies in India, well positioned to support a market such as Australia."

A Director of Mahindra Automotive Australia (MAA) and Chairman of TMI Pacific, Michael Tynan says, "We're pleased with the way our plans for Mahindra have rolled out since launch. We have offered good value to consumers, sponsored quintessentially Australian events, promoted cleverly and, best of all, grown a group of loyal and happy customers.

"We're very proud to be introducing the next generation model which now further addresses the needs of Australian workhorse buyers. We're dedicated to listening to their requirements and thus, elevated safety, driver convenience and visual appeal were areas addressed to satisfy our customers. We believe that drivers will be extremely pleased with the results and the Pik-Up will deliver even better value for money in the workhorse utility market segment."

New Safety Features

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 Pretensioner/Load limiter seat belts supplied by Autoliv Australia, and audio controls on the steering wheel which allow the driver to keep his eyes firmly on the road. This will ensure a higher safety rating and allow a broader buyer appeal. To provide additional safety assurance and increased driver confidence, Roadside Assist has been extended from 12 months to 3 years.

New Interior Features

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

New Exterior Design

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 load tray dimensions of a 1.725 m³ of double-walled tray for the single cab, and 1.125m³ for the dual cab still provides class-leading cargo capacity.

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.

Brand Mahindra in Australia

The Mahindra Pik-Up range, which is touted for a U.S debut at the end of 2009, is backed by many Australian driver testimonials that are a feature of the new site, and will be regularly updated.

Claire Tynan, Mahindra Automotive Australia's CEO says, "With Australian early adopters having driven the Pik-Up for a couple of years now, we regularly receive calls and letters from customers informing us how delighted they are with the performance of their Pik-Up and the work they can achieve.

"Many make mention of the ample interior space and height. One customer even commenting that 'the Pik-Up would have accommodated the late Chips Rafferty and his signature hat with ease!' The standard conveniences we ensured were mandatory from launch such as air conditioning, central locking and load adjusting headlights have now been highlighted by a more impressive and muscular exterior – fresh from the designer's gym.

"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."

Michael Tynan states, “Mahindra is a very large player in the fast growing Indian auto industry that has attracted global auto majors. The Indian Automotive Industry produces over 2.2 million passenger and commercial vehicles per year and is among the fastest growing automotive markets globally. Vehicle exports from India are growing rapidly and have shown a growth of 26% CAGR (compound annual growth rate) over the last six years.

“We are continuously impressed with Mahindra’s commitment to manufacturing high quality offerings and to developing their international markets. Its rich 4x4 heritage which has been built over several decades has proved that it can perform on tough terrain in countries across the globe including India, Italy, Brazil, Chile, South Africa and now Australia where it is steadily gaining a large following.”

Mahindra Pik-Up Prices to ABN holders

Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 2 Cab/Chassis	\$ 18,999 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 2	\$ 20,499 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 2 Cab/Chassis	\$ 23,299 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 2	\$ 24,199 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 4 Cab/Chassis	\$ 24,199 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 4	\$ 25,599 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 4 Cab/Chassis	\$ 25,999 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 4	\$ 26,999 (RRP Inc GST)

For more information, please visit www.mahindrapikup.com.au

About Mahindra Automotive Australia

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra & Mahindra and Australian distributor TMI Pacific. It was formed in late 2008 to continue the growth and distribution of the Mahindra range of vehicles in Australia.

With over 20 dealers in rural and metro NSW, VIC and QLD, and others in SA and WA to be announced shortly, the company is well positioned to offer a value for money workhorse to both rural and tradesman markets across the country.

About The Mahindra Group

The US \$6.3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor

company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

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