



# Mahindra 'made for the hardest places'

MAHINDRA Automotive Australia (MAA) has unveiled its first TVC campaign since the Mahindra Pik-Up utility vehicle was launched in Australia. The ad's content and tagline 'Made for the hardest places on Earth' demonstrate the vehicle's proven capability under some of the harshest conditions in the world, including its origin India, where the vehicle is manufactured by automotive giant Mahindra and Mahindra.

MAA chief executive officer Claire Tynan said after building the brand during the past two years, MAA wanted to achieve a wider reach.

"We're really excited about this campaign and believe it will reinforce that this workhorse ute operates very successfully in some the most remote locations on the planet," Ms Tynan said.

The ad sees the Mahindra Pik-Up 'journey' around the world from the Pyrenees to the Sahara, Wadi Rum Desert to the Himalayas, and back to the Serengeti, where the Mahindra is used by many local drivers. 'Hardest places' is not only relegated to foreign locations – the ad demonstrates that the vehicle can also be found at work in a mine, at a vineyard or on a worksite.

In a recent example of the Pik-Up's triumph under harsh conditions, Brazilian motoring enthusiast Ricardo Augusto de Souza Campos, better known simply as Rasc, took third place in the production category of the tough Rally dos Sertoes in Brazil, in his Mahindra.

The Rally dos Sertoes is one of the toughest events in the world, second, it's said, after the mighty Dakar, and

this year it was run over 11 days, was 5045km long, with featured events that totalled 2605km of competitive stages between Goiania and Natal.

Among the 128 vehicles participating were 66 cars and seven trucks, with the rest being motorcycles and quads.

Rasc wanted to do something different with his 16-year-old son Rasc Campos, better known as Rasquinho, and so he purchased a Mahindra Pik-Up. A veteran of over 25 years of motor sport in Brazil, Rasc has seen action not just in circuit racing (where he was Brazilian champion in the Speed 1600 series) but since 1990 has turned his hand to rallies, taking part in the tough Brazilian events in all forms of machinery, latterly trucks.

In this demanding event run across Brazilian jungles and swampy terrain, his placing of 22 overall and third in the production category was a testament to the Mahindra's survival in one of the 'Hardest places on Earth'.

There are eight Mahindra Pik-Ups ranging from the 2.5 CRDe turbo diesel single-cab 4x2 cab/chassis (\$18,999 RRP, ABN holders) to the 2.5 CRDe turbo diesel double-cab 4x4 (\$26,999).

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra and 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, Victoria and Queensland, and others in SA and WA to be announced shortly, the company is well

positioned to offer a value-for-money workhorse across the country.

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 and 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.

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Brief: MAHINDRA  
Page 2 of 2



The Mahindra two-door tray-back Himalayas.



The Mahindra four-door Sahara