



Mahindra dealer network expands

FOLLOWING the successful launch of the new Pik-Up utility vehicle from Mahindra in Australia last month, importer, TMI Pacific, has appointed two new NSW dealers in its growing Mahindra network, and is now focusing on the Queensland market.

TMI Pacific is an arm of the Sydney-based Tynan Motor Group.

Chairman, Michael Tynan, said the company had been overwhelmed by the response to the Mahindra launch in June from media, potential dealers and consumers.

"Incredible interest has come from around the country, indicating the keen pricing and true value for money this vehicle offers has resonated particularly with the rural and tradesman markets," he said.

As a result, we have gone into "turbo mode" to secure further dealers and continue our roll out across the country."

New NSW dealers announced since the launch include Lieschke Motors in Holbrook and Walla Walla,

and Alan May Automotive in Ulladulla and Moruya.

Others, mostly throughout rural NSW, include Heyer Motors in Dubbo; Bill Lilley Mitsubishi in Queanbeyan and ACT; Clinton Motor Group, Campbelltown; Pembers, Woonona; Tynan Motors, Sylvania; Robert Handsaker Motors, Narromine; Cross Country Motors, Merriwa and Muswellbrook; Keith Gill Motors, Griffith; Nowra Truck and Tractor in Nowra, Bega and Mittagong, and ELN Motors in Wyong.

Mahindra vehicles arrived in the country during June and were recently delivered to dealers, who have begun to exhibit them in their showrooms and make sales.

The rural market has shown much interest to date. The first two vehicles to be sold in the country were in Queanbeyan and Dubbo.

"The next market we have our sights set on is Queensland – it's a very good fit for the product," Mr Tynan said.

"Mahindra has been successfully distributing tractors in Queensland for

the past few years and it has become one of the top selling products in its category.

"The Queensland rural market knows and trusts the brand and we believe country people will continue to support Mahindra in its new foray."

As part of its Mahindra push, TMI Pacific recently hosted an open day at Acacia Ridge, Brisbane.

Many prospective dealers came to view and inspect the new range and express their interest in distribution.

TMI Pacific aims to distribute in Queensland from late September on.

Interested dealers can contact TMI's dealer development managers, Don Rowland and Brett Pemberton, on (02) 9545 8595 or email enquiry@tmipacific.com.au

And for those interested in potentially purchasing the vehicle, they can log on to www.tmipacific.com.au to find their nearest dealer and further information.

■ **Check out the new Mahindra ute at The Land site I-S/28-30.**



Importer, TMI Pacific, an arm of the Sydney-based Tynan Motor Group, says it has been overwhelmed by the response to the Mahindra launch in June from media, potential dealers and consumers. There has been "incredible interest from around the country" for the utility vehicle, TMI chairman, Michael Tynan, said.