



Mahindra's one of a kind workhorse

MAHINDRA Automotive Australia (MAA), a recently formed joint venture between Mahindra, Mahindra India and TMI Pacific, has announced the arrival of its new cab/chassis variant, further expanding its utility vehicle range available to Australian drivers.

The only one of its kind, the cab/chassis was developed specifically for the local market, adding versatility to the "value for money" Pik-Up offering, according to MAA CEO, Claire Tynan.

She said Australian drivers used their utes in such varied ways the company needed to make the personalisation of the vehicle as easy as possible.

"Mahindra Pik-Up customers will be able to purchase the basic cab chassis model at a very competitive price and be able to fit them out with tipper trays, canopies, trade specific trays with tool boxes complete with secure drawers - whichever shape they require their workhorse to be," Ms Tynan said.

The new variant had been priced competitively - an entry level single cab two-wheel drive model was offered at \$19,990.

Pricing of the range had been further revised, which Ms Tynan said made the Pik-Up a very attractive option during challenging economic times.

The design and features of the vehicle remained largely unchanged.

All models have a towing capacity of 2.5 tonnes and a one tonne-plus payload.

For a limited time only all dual cabs with stylised tub-backs will come with free alloy wheels valued at \$1400.

A new "Java Brown" colour has been introduced, available only in the dual cab models, and all vehicles will have colour coded body parts (with the exception of the Apple Red).

Metallic paint is also standard across the range, except for the white variants.

Functional upgrades included longer seatbelts extended by 350 millimetres for additional comfort, slotted brake-discs for better brak-

ing, and updated air-conditioning for improved distribution of air-conditioner throughout the cab.

In a recent review of budget four-wheel drive utes, *Overlander 4WD Magazine* said the Pik-Up was the best work/farm ute and also that the vehicle was equally suited to a farm, a work site, or a trail.

Ms Tynan said the magazine had written drivers were least likely to put a wheel wrong in the Mahindra than any of the other vehicles reviewed.

"The Pik-Up is also pretty handy off-road. It has excellent clearance, deep low-range gearing and chunky dual-purpose tyres," she said.

She said the feedback the company had received about the vehicle since its launch last year had been extremely positive, and drivers loved it.

"The cab/chassis variant will only strengthen the Mahindra Pik-Up's position in the market as customers continue to look for cost-effective solutions during this time," she said.



The new cab/chassis variant will give Mahindra Pik-Up owners more options when customising their vehicle, according to Mahindra Automotive Australia CEO, Claire Tynan.



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Mahindra launches new variant

IN A further expansion of its utility vehicle range, Mahindra Automotive Australia (MAA), a recently formed joint venture between Mahindra and Mahindra India and TMI Pacific, has announced the arrival of a new cab/chassis variant.

MAA chief executive officer, Claire Tynan, said Australian drivers used their utes "in such varied ways" that the company needed to make the personalisation of the vehicle as easy as possible for potential owners.

■ www.mahindrapikup.com



TMI Pacific has announced the arrival of a new cab/chassis variant to its utility vehicle range.



New cab chassis variant

FURTHER expanding its utility vehicle range sees Mahindra Automotive Australia (MAA), a recently formed joint venture between Mahindra and Mahindra India and TMI Pacific, announcing the arrival of a new cab/chassis variant.

MAA chief executive officer Claire Tynan said Australian drivers used their utilities "in such varied ways" that the company needed to make the personalisation of the vehicle as easy as possible for potential owners.

"Mahindra Pik-Up customers will be able to purchase the basic cab chassis model at a very competitive price and be able to fit them out with tipper trays, canopies, trade-specific trays with tool boxes complete with secure drawers – whichever shape they require their workhorse to be," Ms Tynan said.

The new variant is said to be competitively priced with an entry-level single cab 4x2 model offered at \$19,990.

Pricing of the range has been further revised, according to MAA, thereby making the Pik-Up a more attractive option during these challenging economic times.

All models have a towing capacity of 2.5 tonne and a one tonne-plus payload.

For a limited time only, all dual cabs with stylised tub-backs will come with free alloy wheels valued at \$1400.

Prices range from \$19,990 for the 2.5 CRDe turbo diesel single cab 4x2 cab/chassis, to \$29,990 for the 2.5 CRDe turbo diesel double cab 4x4.

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LightTrucks

Combo variant

Mahindra unwraps cab-chassis model

By **BRENT DAVISON**

WITH the ink hardly dry on the joint-venture contract between Indian car maker Mahindra and local importer and distributor TMI Pacific, a new model variant of the Pik-Up light truck has already become available.

Like the utility variants, the cab-chassis will be available in an eight-strong range of single (two-seat) and double (five-seat) cab models offering a choice of two- and four-wheel-drive layouts and all powered by a 2.5 litre, four-cylinder, common-rail diesel.

Because Australian drivers use their light trucks in a variety of ways Mahindra developed Pik-Up as a cab-chassis specifically for the Australian market.

Claire Tynan, chief executive of Mahindra Automotive Australia, says the move to a cab-chassis will allow buyers to customise the trucks to their specific needs with everything from trade-specific trays through to full tipper trays.

Pricing for the entry-level 4x2 single cab starts at \$19,990, \$4000 below the equivalent light truck model. Pricing peaks at \$29,990 for the 4x4 double cab.



The Mahindra's Pik-Up cab-chassis variant.

Running changes to the Pik-Up range, introduced in conjunction with the cab-chassis range, include longer seatbelts (extended by an extra 350mm), ventilated brake rotors to improve brake performance and upgraded air-conditioning units.

■ Ms Tynan said that Australian drivers used their utes in such a variety of ways that there was a need to make the “personalisation of the vehicle as easy as possible for our end user”.

The design and features of the vehicle

remain largely unchanged. All models have a towing capacity of 2.5 tonne and a one tonne plus payload. For a limited time only all Dual Cabs with stylised tub-backs will come with free alloy wheels valued at \$1,400.

A new Java Brown colour has been introduced, available only in the Dual Cab models, and all vehicles will have colour coded body parts (with the exception of the apple red).

Metallic paint is also standard across the range (except for the white variants).