



MAHINDRA PIK-UP GOES WEST

The Mahindra Pik-Up utility vehicle will make its debut in Western Australia this month for the first time since the brand was launched across the Eastern Seaboard.

Four dealer locations have joined the 20 strong Mahindra dealership network in Queensland, New South Wales and Victoria to include Rockingham Mahindra, Melville Mahindra, Bunbury Mahindra, and Midwest Mahindra in Geraldton, WA.

“Our latest Mahindra Pik-Up model is specifically OH&S compliant with added safety features such as airbags and ABS brakes, plus our Australian made and tested seatbelts and load pretensioners make the vehicle more appealing to the West Australian market,” says Claire Tynan, CEO, Mahindra Automotive Australia.

“As per our market in the East Coast, the Pik-Up is likely to appeal to tradies and farmers, but will also be of much interest to the mining community which is very exciting for us.”



Russell Hall, Dealer Principal at Bunbury Mahindra says, “The new addition of the Mahindra brand completes an outstanding international and varied, trusted and respected product line-up at Bunbury Auto Group.”

To launch the vehicle in their local area The Group will invite new and existing fleet customers to special events, whilst advertising the new brand through print, radio and electronic means.

Dealer Principal at Rockingham Mahindra, John Ball says, “Our dealership staff have over 150 years of experience to rely on, and our vision has always been to provide an excellent sales and service experience that will encourage referral and repeat business. Our location specifically provides access to superior products and service to the local tradesmen community. Offering the new Mahindra Pik-Up will add another very relevant option to our buyers.”

The Rockingham Mahindra team will be undertaking local area marketing activities as well as hosting open days in the coming weeks to encourage their buyers to test drive the new offering.

Midwest Mahindra in Geraldton will be the ideal location for many rural mining, farming and fleet buyers who look for sturdy value-for-money diesel utility vehicle options. Dealer Principal Brett Micallef who will be advertising the new product via local TVC and print says, “As successful as the vehicle has been in rural areas across the Eastern Seaboard, we believe the Mahindra Pik-Up will be as appealing here locally. Particularly given all of the safety and extra standard features the newest model offers, we think this is a well priced workhorse that any buyer should consider in the mix.”

Joe Mazza, Dealer Principal at Melville Mahindra who will be mainly servicing the Perth metro and surrounding areas says, “*Made for the Hardest Places on Earth* is just the perfect tag line for this vehicle, as it’s a hard working, no nonsense vehicle that’s built to get the job done at any location – be it the work site, the mine or the farm. We’re really excited about working with this new brand to the Western Australian market, and think it will particularly appeal to tradies and miners in our area.”

As the year wraps up, Joe and his team are planning to promote and show case the vehicle through an integrated marketing plan and open day events in the New Year.

All new dealer sites will be offering test drives to prospective buyers and media interested in reviewing the vehicle.

Mahindra Automotive Australia plans to announce additional sites in South Australia in the coming months as a national roll out across the nation continues.

For more information, or to locate the nearest dealer, visit www.mahindrapikup.com.au

-ends-

About Mahindra Automotive Australia

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra & Mahindra and Australian distributor TMI Pacific. It was recently formed 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 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

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and 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.

For further information, test drives, interviews or images, please contact:

Sharon Zeev Poole, Agent99 PR on 0401 811 930 or sharon@agent99pr.com