

Mahindra XUV₅₀₀ launches the innovative Mahindra BLUE SENSE® APP

First of its kind smart app by an Indian automotive manufacturer

- The innovative Mahindra BLUE SENSE® APP connects with the infotainment system of the XUV₅₀₀ & can control features of the infotainment system. Vital information related to climate control, alerts, TPMS (Tyre Pressure Monitoring System) etc can also be seen
- The App is supported on Android phones and it is for W8 model of the XUV₅₀₀
- Android devices typically work like Remote from anywhere inside the XUV₅₀₀
- A Video User Manual has also been added in the XUV₅₀₀ infotainment system to explain the key features of the XUV₅₀₀ – an industry first!

Mumbai, December 03, 2012: Mahindra & Mahindra Ltd. (M&M), a part of the US \$ 15.9 billion Mahindra Group, introduces the first ever vehicle smart app for its global SUV, the XUV₅₀₀. The Mahindra BLUE SENSE® APP has been introduced on the XUV₅₀₀ in India with a host of features. One can control features of the infotainment system as well as see vital information related to climate control, TPMS (Tyre Pressure Monitoring System), fuel statistics, etc.

The Mahindra BLUE SENSE® APP is supported on the XUV₅₀₀'s W8 model and also provides alerts and warnings related to various features including 'door-open', tyre pressure, 'distance to empty', etc.

Through this application, XUV₅₀₀ owners will be able to connect with their vehicle via Bluetooth, get information about periodic maintenance, tune-in to their desired radio station and operate as well as control the infotainment system using their Android devices, sitting anywhere in the XUV₅₀₀.

Speaking on the Mahindra BLUE SENSE® APP, **Mr Rajan Wadhwa Chief Executive – Technology, Product Development & Sourcing, Mahindra & Mahindra Ltd** said, "The Mahindra BLUE SENSE® APP, designed by Mahindra & Mahindra's Electronics team, is designed to take user experience to the next level. In keeping with our practice of bringing in many firsts on the XUV₅₀₀, this first-of-its-kind smart app will provide greater convenience, accessibility and information to the driver as well as co-passengers to ensure a safe, pleasurable and hassle-free driving experience. We have ensured that over 41000 existing XUV₅₀₀ owners can also upgrade their XUV₅₀₀ with the Mahindra BLUE SENSE® APP. They just have to contact their nearest authorized XUV₅₀₀ dealership for the same."

Existing as well as new XUV₅₀₀ customers of can download the app from <http://mahindraxuv500.com/product/mobile-downloads.htm>

Earlier, Mahindra XUV₅₀₀ had launched a “Tell Tale App” which has been downloaded by more than 7000 XUV₅₀₀ users on their Android devices. This app helps users know about the XUV₅₀₀’s instrument cluster in just one click and helps them keep track of their fuel consumption. This app also can be downloaded from the same link mentioned above.

The XUV₅₀₀ with 41,000+ vehicles on Indian roads was designed entirely in-house at Mahindra’s world class research and development facility called Mahindra Research Valley at Chennai, and has, since launch in end-September 2011, set a benchmark of its own.

The XUV₅₀₀ enjoys a market share of 60% in the high-end SUV segment. Having received a phenomenal response in India, the XUV₅₀₀ has also made its mark in countries like Australia, South Africa and now in Italy as well. The company has already ramped up its production capacity to 5,000 units per month to meet rising demand. The All Wheel Drive (AWD) model of the XUV₅₀₀ is now also available for bookings.

Awards and Accolades

The XUV₅₀₀ has received a tremendous response from customers and reviewers alike and has been the most awarded car in its first year, with 22 awards from auto experts and numerous other recognitions for the brand. The XUV₅₀₀ was rated the 5th best launch of 2011 across all categories by Business Standard Strategist. In 2011, the XUV₅₀₀ was the third most searched auto brand on Google India. It has also been rated the most reputed auto brand in the Reputation Benchmark Study conducted by Bluebytes with a 74% lead over the 2nd most reputed car brand. The XUV₅₀₀ launch digital campaign was included amongst the Top 5 digital campaigns of 2011 by exchange4media.com. Yahoo India also acknowledged XUV₅₀₀ as a path-breaker among the top 10 car launches of 2011.

Some of the awards and accolades received from auto experts include the prestigious ‘Car of the Year’, ‘SUV of the Year’ and ‘Viewers’ Choice Car of the Year’ by ET – Zigwheels Awards 2011. It has also received laurels like ‘SUV of the Year’, ‘Readers Choice Award’ and ‘Best Value for Money Car’ from Top Gear Magazine Awards 2011, ‘SUV of the Year’ and ‘Viewers Choice Car of the Year’ awards from CNBC TV18–Overdrive Awards 2012 and ‘SUV of the Year’ from NDTV Car & Bike Awards 2012 and Business Standard Motoring 2012 Awards.

The XUV₅₀₀ was also declared the ‘SUV of the Year’, ‘Best Value for Money Car of the Year’ and ‘Viewers’ Choice SUV of the Year’ at the Bloomberg UTV Autocar India Awards. It also received the ‘SUV of the Year Award 2011-2012’ from Top Gear Malayalam and two Golden Steering Wheel Awards 2012 from Auto Bild India in two categories - ‘SUV/UV 2011 Award’ and the ‘Viewer's Choice Award’ - where the viewers of Headlines Today and Aaj Tak polled for their favourite set of hot wheels. It also received the ‘SUV of the Year’ award from Car India Awards 2012. Acclaimed bloggers like TeamBHP, Vicky.in, Motor Vikatan, Auto Junction and MotorBeam also awarded the XUV₅₀₀ with ‘Car of the Year / SUV of the Year’ titles.

The XUV₅₀₀ has already notched up prestigious wins in rallies like Desert Storm, Desert Dash & Dakshin Dare in the Extreme category. The Dakshin Dare victory marked a triumph for the XUV₅₀₀, when it became the first diesel SUV to win an Extreme category in the history of Indian rallying.

The exceptional interest in the XUV₅₀₀ is substantiated by the 3 million+ visitors to the XUV₅₀₀ website during the last year and the large fan following of more than 9 lacs on Facebook.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and vacation ownership. Mahindra has a presence in the agribusiness, aerospace, components, consulting services, defence, energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheelers](#).

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

www.mahindra.com



For further enquiries

Roma Balwani

Senior Vice President – Group Communications

Mahindra & Mahindra Ltd.

Phone: +91 22 2490 1441

Email: balwani.roma@mahindra.com