

Mahindra launches its much anticipated new SUV, the XUV₅₀₀, starting at Rs. 11.80 Lacs (ex-showroom Jaipur)

Synopsis:

- The much anticipated, cheetah-inspired Mahindra XUV₅₀₀ is being launched at a starting price of Rs. 11.80 Lacs (ex-showroom Jaipur) packed with refinement like never before and enhanced technology & safety features, along with luxurious interior making the XUV₅₀₀ an apt choice for sedan and SUV buyers.
- The XUV₅₀₀ boasts a wide array of world-class features:
 - **Performance:** 140bhp (103Kw) mHawk engine with 330Nm torque and a 6-speed transmission, 5th Generation Variable Geometry Turbocharger
 - **Technology:** All Wheel Drive with Interactive Torque Management; 6” touch screen Infotainment System with GPS, DVD, CD, MP3, FM, USB, iPod connectivity; Driver Information System, Micro Hybrid technology; Fully Automatic Temperature Control with dual HVAC; Static-bending projector headlamps with LED parking lights; Voice Commands, Cruise & Audio Controls on steering wheel; Smart Rain & Light sensors; Tyretronics (Tyre Pressure Monitoring System); intellipark (Reverse Parking Assist System); Power-foldable and adjustable ORVMs
 - **Safety:** Electronic Stability Program (ESP) with Rollover Mitigation, 6 Airbags (front, side and curtain) ABS with Electronic Brakeforce Distribution (EBD), Hill Hold Control & Hill Descent Control
 - **Comfort and Convenience:** Leather seats, flat-folding 2nd and 3rd row seats, 8-way height-adjustable driver’s seat including full lumbar support, lounge-like mood lighting, tilt and telescopic steering
- Available in 2 models, W6 and W8 with seven attractive shades
- All India bookings for the XUV₅₀₀ to begin from 8th June 2012 through its 100+ dealerships. Bookings can be done at a Mahindra dealership on payment of only Rs. 40,000 to the dealer
- The XUV₅₀₀ is the most awarded car of 2011 – 2012 with 22 awards to its name. It had also received an overwhelming 25000+ booking applications from customers in the second phase of bookings

June 7th, 2012, Jaipur: Mahindra & Mahindra Ltd. (M&M), India’s leading SUV manufacturer, today unveiled the eagerly awaited Mahindra XUV₅₀₀ at Jaipur. Designed and developed in-house by Mahindra, the XUV₅₀₀ is Mahindra’s first global SUV platform, with significant inputs in styling and development from customers across the globe. All India bookings for the XUV₅₀₀ will be opened from 8th June 2012. The XUV₅₀₀ will now be available at more than 100 dealerships across India, including those cities where it had been launched earlier. The XUV₅₀₀ price range starts at ex-showroom Jaipur - Rs. 11.80 Lacs for the W6 model and Rs. 13.29 Lacs for the W8 2WD model.

Vivek Nayer, Senior Vice President – Marketing, Automotive Division, Mahindra & Mahindra Ltd. while speaking at the launch, mentioned, “We are humbled by the overwhelming consumer response to the XUV₅₀₀. Our monthly production capacity has been ramped up to 4000 vehicles. Therefore, we are now extending the launch of the XUV₅₀₀ across the rest of India. I am confident that consumers across Rajasthan will also respond enthusiastically to the XUV₅₀₀ launch.”

Poised to pounce...

The new Mahindra **XUV₅₀₀** is unmatched in terms of style, performance, technology, safety and comfort, providing customers a truly complete driving experience. Bold and glorious lines that trace the world's most agile animal in action, namely the cheetah, contribute to the elegant styling and visual impact - an intimidating jaw-like honeycomb grill, the unique paw styled vertical door handles and muscular wheel arches - all add to what seems to be the vehicle's innate desire to pounce! Furthermore, the chiselled, aerodynamic body of the Mahindra **XUV₅₀₀** with static-bending projector headlamps and LED parking lamps, racing-inspired twin exhausts, integrated bumpers and stylish, light-weight alloy wheels all add to the SUV's stature, making the **XUV₅₀₀** a striking presence on road.

A **monocoque construction** found only in the modern SUVs around the world is the very essence of the **XUV₅₀₀** uncompromised driving dynamics. The result is an excellent power to weight ratio, unmatched handling and undiluted driving pleasure.

The **XUV₅₀₀** is available in seven attractive shades to suit a variety of tastes – be it masculine and powerful or contemporary and classy. These include **Satin White, Tuscan Red, Opulent Purple, Amazon Green, Moon dust Silver, Volcano Black and Dolphin Grey.**

Physics-defying agility...

The **XUV₅₀₀** is powered by a state-of-the-art 2.2litre mHawk diesel engine which delivers a power-packed 140bhp with 330Nm torque. The 2.2litre engine is meshed with a **6-speed** transmission and the 5th generation **Variable Geometry Turbocharger** which takes the **XUV₅₀₀** from 0-60kmph in a mere 5.4 seconds. Despite all this unadulterated power, the **XUV₅₀₀** gives you up to 15.1 kms per litre (ARAI-certified). A high torque at low engine revs allows the vehicle to handle city traffic with ease, while the **Dual Mass Flywheel** ensures rattle-free driving pleasure. The advanced **Micro Hybrid Technology** helps conserve both fuel and nature.

The **XUV₅₀₀** sporty suspension also affords drivers a lot of room for fun. In fact, the **XUV₅₀₀** boasts a suspension system of McPherson struts up front and the independent multi-link suspension in the rear.

Generation Next Technology integrated today...

To create the next generation of SUVs, you have to advance past the status quo. Probably why the **XUV₅₀₀** lets you discover features that most other cars have yet to. A **first-in-class, 6-inch LCD touchscreen** on the dash begs for your attention. It's the headquarters of the highly sophisticated touch screen infotainment system with DVD player, CD/MP3, FM, Bluesense technology, full i-pod connectivity and 6 speakers. The impressive speakers with built-in tweeters recreate the experience of an original studio recording for all audiophiles, reminding the passengers of a high-end home theatre surround sound set-up.

The **XUV₅₀₀** boasts of a **fully loaded GPS navigation system**, which covers over 1.5 million kilometres of road across 1200 cities with a turn-by-turn voice guidance system in **eight regional languages**. The system also gives the driver access to over **5 million touch points** of interest including restaurants, ATMs, fuel pumps and movie theatres.

A full-fledged, integrated **Driver Information System** diligently reports to you with all the vital information about the car. It tells you how far the existing amount of fuel can take you. It monitors the air pressure and temperature of each tyre. It even controls the cabin temperature for you.

The **intellipark reverse park assist system** has a visual prompt on the LCD screen which shows you the distance between the rear bumper and any object behind your vehicle.

The **XUV₅₀₀** steering wheel features **Voice Commands, Cruise and Audio Controls** for your convenience and safety. You can control the infotainment system without taking your hands off the steering wheel through **Voice Commands**.

Steering-mounted controls also allow you to control your Bluetooth-enabled mobile phone through the infotainment system in the **XUV₅₀₀** using **Blue Sense technology**. This allows you to access your phonebook, as well as make and receive calls.

Cruise Control makes driving stress and fatigue-free, especially on long highway drives. It maintains the speed of the **XUV₅₀₀** at a preset level using the steering wheel controls, and also allows you to make small changes to the speed without having to use the accelerator.

For more intelligent features, there are Smart Rain and Light sensors in the **XUV₅₀₀**, which activate the wipers and headlamps automatically whenever external conditions demand.

One part sanctuary. One part fortress.

Few vehicles are as fortified as the **XUV₅₀₀**. And at the heart of this defense is the **Electronic Stability Program (ESP)**. The ESP constantly monitors the movement and direction of the car. When it detects loss of control, brakes are automatically applied and torque to the relevant wheel is reduced till vehicle stability is restored.

Rollover Mitigation in the **XUV₅₀₀** closely monitors a range of parameters and identifies potentially dangerous driving conditions that could lead to the vehicle rolling over. Well before the situation becomes threatening, it causes the ESP system to intervene and control the vehicle speed, thereby restoring stability.

The **XUV₅₀₀** is well equipped to keep you out of harm's way. **6 airbags** (front, side and curtain airbags) cocoon you. As if that wasn't enough, the vehicle's body also comes with side impact beams and thoughtfully located crumple zones.

ABS with **Electronic Brakeforce Distribution (EBD)** reduces braking distance substantially and enhances the safety of the driver and passengers. The Hydraulic Brake Assist system applies maximum braking force in the shortest possible time during emergency braking, thus aiding you in bringing the vehicle to a standstill quicker.

Hill Descent Control identifies steep inclines and engages itself to assist the vehicle down the slope with caution while **Hill Hold Control** prevents the vehicle from rolling backwards when starting from standstill on an incline.

A true driver's delight as well...

A high calibre, **twin-pod instrument cluster** with seriously sporty 3D designs and an exquisite waterfall style central bezel combine to give you the feel of a highly evolved piece of machinery. The driver's seat is ergonomically designed with 8 different adjustments including height and complete lumbar support adjust.

Independent AC vents with **fully automatic climate control double HVAC** cools all corners of this spacious SUV with individual controls for each passenger. The car's stylish exterior is aptly complemented by the **elegantly crafted two tone pure leather interiors**, replete with intuitively placed storage units, which include a **cool box** and an **inbuilt laptop holder**.

The steering wheel of the **XUV₅₀₀** has been designed with an enhanced capacity to control various features. Its tilt and telescopic adjustment allows personalisation to suit your needs.

Individual reading lamps for each passenger and conveniently placed **laptop and mobile charging points** in each seating row, together with the concealed lounge lighting, add to the sheer exclusivity that is the Mahindra **XUV₅₀₀**. Another useful feature is the ability of the last two rows of seating to completely fold away, transforming the **XUV₅₀₀** into the perfect vacation vehicle with tonnes of space.

Awards and Accolades

The XUV₅₀₀ has received a tremendous response from customers and reviewers alike. It has received 22 awards so far. These comprise of 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 viz. '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 Auto Beam also awarded the XUV₅₀₀ with 'Car of the Year / SUV of the Year' titles.

XUV₅₀₀ has also been rated the most reputed auto brand in the Reputation Benchmark Study conducted by Bluebytes.

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, becoming the first diesel SUV to win an extreme category in the history of Indian rallying.

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 automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A **USD 15.4 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.

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