

Press Release

For Immediate Dissemination

Mahindra launches limited edition 'XUV500 Sportz'

The stylish 'XUV500 Sportz' comes with Sporty Exteriors and is packed with Premium Features

The XUV500 Sportz is available at 13.85 Lacs (ex-showroom New Delhi)

SYNOPSIS:

- ❖ In addition to the array of features found in the fully loaded top end W8 model, the exclusive features of the 'XUV500 Sportz' include:
 - Stylish Sportz Decals
 - Unique Alloy Wheels with signature red inserts
 - Rear-view Camera
 - Sporty Leather-Fabric Seats
 - Fog lamps & door handles with red accents
 - Stylized roof rails in red
 - 'Sportz' badging
- ❖ Priced at Rs. 13.85 lacs (ex-showroom New Delhi)
- ❖ Limited number of only 1000 units to be made



June 05, 2014, New Delhi: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced the launch of the limited edition 'XUV500 Sportz' built on its W8 model. Priced at **Rs. 13.85 Lacs (Ex-showroom New Delhi)**, the 'XUV500 Sportz' stands out and comes packed with premium features and plush interiors.

The exclusive features of the 'XUV500 Sportz' include:

- ✓ Stylish Sportz Decals
- ✓ Unique Alloy Wheels with signature red inserts
- ✓ Rear-view Camera
- ✓ Sporty Leather-Fabric Seats
- ✓ Fog lamps & door handles with red accents
- ✓ Stylized roof rails in red
- ✓ 'Sportz' badging

Speaking on the launch of the 'XUV500 Sportz', Vivek Nayer, Chief Marketing Officer, Automotive Division, Mahindra & Mahindra Ltd. said, "We are pleased to introduce the limited edition 'XUV500 Sportz' for discerning customers. The Mahindra XUV500, with its winning combination of aspirational styling, advanced technology & safety features, comfort & convenience has already created an impact in the hearts & minds of consumers. This new offering of 'XUV500 Sportz' aligns with our leadership position in Indian motor sports & rallying and reflects our 'Sporty' DNA very well. We believe that it will create a new benchmark in exclusivity to further enhance the XUV500's appeal amongst customers."

The company has launched a dedicated webpage for the customers to know more about the vehicle: www.mahindraxuv500.com/xuv500sportz. The 'XUV500 Sportz' will be available on the W8 model of the XUV500 and it will continue to have the wide array of world-class, high-tech features of W8 such as:

Performance: 140bhp (103Kw) mHawk engine with 330Nm torque and a 6-speed transmission, 5th Generation Variable Geometry Turbocharger

Technology: 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: Luxurious leather-fabric 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

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 & numerous other recognitions for the brand. The XUV500 was rated the 5th best launch of 2011 across all categories by Business Standard Strategist. In the year 2011, XUV500 was the third most searched auto brand on Google India. XUV500 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 recognized among the Top 5 of 2011 by exchange4media.com. Yahoo India 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 the Indian National Rally Championship (INRC) and in 'Extreme' category of rally-raid events such as the Desert Storm,

& Dakshin Dare. The XUV500 piloted by Gaurav Gill (current Asia Pacific Rally Champion) was the fastest in 4 out of 5 rounds of the INRC last year and won the first ever Indian National SUV Rally Championship. The XUV500 is the first ever diesel powered vehicle to win podiums in the Indian motorsport circuit including the overall victory beating 54 competitors in the Desert Storm 2014.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.5 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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