



Press Release

For Immediate Publication

Mahindra XUV500 powers the 'ASEAN-India Car Rally 2012'

India, November 27, 2012: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, will power the ASEAN-India Car Rally 2012, by providing 28 XUV500s for the rally as well as mechanical service along the way. The second edition of the 'ASEAN-India Car Rally 2012' organized by the Confederation of Indian Industry (CII) will be flagged off on November 28, 2012. The three week long rally will see 28 XUV500s travel through 8 ASEAN countries over 8,000kms.

The rally will commence in Singapore and conclude in India on December 20, 2012. It will pass through Malaysia, Thailand, Cambodia, Vietnam, Laos and Myanmar and enter India from the Moreh border in Imphal, Manipur. Thereafter, the expedition will move on to Kohima and Dimapur in Nagaland and finally reach Guwahati, Assam. At the end, the formal flag in of the ASEAN-India Car Rally 2012 will be held in Delhi where the heads of states of the ASEAN countries will be present.

According to **Vivek Nayer, Chief Marketing Officer, Automotive Division, Mahindra and Mahindra Ltd.** "We are happy to announce that the Mahindra XUV500 has been chosen as the exclusive vehicle to power the ASEAN-India Car Rally 2012. The XUV500 was conceived and built as a Global SUV and therefore it is now going places across international borders. We are confident that the tough and rugged Mahindra DNA will ensure that all 28 vehicles will come through with flying colours in the 8,000 km long rally that will traverse gruelling conditions across the ASEAN countries".

Mr. Nayer further added, "The ASEAN rally is in sync with Mahindra Adventure's proposition of 'Accepting No Limits.' Mahindra SUVs are noted for proving themselves in the toughest rallying conditions with notable examples being the podium finish for Dakshin Dare, Mughal Rally, Desert Storm and Raid de Himalaya in India and the gruelling Rally dos Sertoos in Brazil".

The ASEAN-India Car Rally 2012 can be tracked online on XUV500's website www.mahindraxuv500.com/asean and on www.facebook.com/mahindraxuv500 and www.twitter.com/mahindraxuv500.

Proposed Route Map:

Ceremonial Flag off

November 26 - Indonesia

November 27 - Indonesia



Leg 1

November 27 - 28- Singapore

November 28 - Singapore-> Malaysia

November 29 - Malaysia -> Thailand

November 30 – December 2- Thailand

December 3- Thailand -> Cambodia

December 3 - 5- Cambodia

December 6- Cambodia-> Vietnam

Leg 2

December 7- Vietnam-> Cambodia-> Laos

Day 7-9 - Laos

December 10- Laos-> Thailand

December 11- Thailand-> Myanmar

December 11-14 - Myanmar

December 15 - Myanmar-> India (Kohima)

December 16- India(Guwahati)

December 17 – Guwahati (Flag in)

Ceremonial Flag-in

December 20 – New Delhi

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 also has a strong 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 155,000 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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