

## Press Release

### **Mahindra Launches New W9 variant in XUV500**

*Comes equipped with hi-end features at just Rs.15.45 lacs (Ex-showroom Delhi)*

*New variant comes with Electric Sunroof, Reverse Camera with Dynamic Assist and more*

**Mumbai, October 4, 2017:** Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer and a part of the \$19 billion Mahindra Group, today announced the launch of a new W9 variant in the New Age XUV500. The W9 variant is equipped with a host of aspirational features such as an Electric Sunroof with Anti-pinch, Reverse Camera with Dynamic Assist, 18cm (7 inch) Touchscreen Infotainment System, Industry First Ecosense Technology, Android Auto, Emergency Call, Dual Airbags & more and is available at just Rs.15.45 lacs (Ex-showroom, Delhi).

**Speaking about the launch of the XUV500 W9 variant, Veejay Ram Nakra, Chief of Sales & Marketing - Automotive Division, Mahindra & Mahindra Ltd,** said, "Since its launch in 2011, the XUV500 has been a pioneer in providing innovative hi-tech features that are not available even in vehicles that are almost double its price. We are certain that the introduction of these hi-end features at such a competitive price point will generate a lot of interest amongst prospects who are evaluating SUVs in the price range of 14 lacs to 18 lacs. By introducing these aspirational features at this price, XUV500 has raised the bar once again."

XUV500 W9 will be available in both manual and automatic transmission. XUV500 is the only SUV in its class that offers aspirational feature like electric sunroof, and with the launch of W9 today – electric sunroof will be available in 2 variants – W9 and W10.

#### **KEY FEATURES OF THE XUV500 W9 VARIANT**

- Electric Sunroof with Anti-pinch
- 7" (18 Cm) Touchscreen Infotainment System
- Reverse Camera with Dynamic Assist
- Ecosense Technology
- Emergency Call
- Android Auto
- Static Bending Headlamps
- Dual Airbags
- ABS with EBD
- ESP with Rollover Mitigation
- Push Button Start
- Passive Keyless Entry
- Tyre-tronics

#### **About Mahindra**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy,

industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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