

Press Release

For Immediate Dissemination

Mahindra launches XUV500 XCLUSIVE Edition

The stylish XUV500 Xclusive Edition comes packed with high end luxury features

SYNOPSIS:

- ❖ Only a limited number of 700 vehicles to be manufactured.
- ❖ In addition to the array of features of the top end W8 model, the high-end features of the XUV500 Xclusive Edition include:
 - Electric Sunroof
 - Convenient reverse camera
 - Voice messaging system
 - Sporty aluminium pedals
 - Stylish grey alloy wheels
 - 6-way Power-adjustable driver's seat (optional)
 - Illuminated scuff plates
 - Anti-pinch driver window with express up and down



February 23, 2015, Mumbai: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced the launch of the XUV500 Xclusive Edition built on its current top end variant, the W8. Priced at **Rs. 14.48 Lacs (ex-showroom Mumbai)**, the XUV500 Xclusive Edition comes packed with a host of premium, luxury features such as electric sunroof, convenient reverse camera, voice messaging system, sporty aluminium pedals, stylish grey alloy wheels, 6-way power-adjustable driver's seat (optional), illuminated scuff plates and anti-pinch driver window.

Speaking on the launch of the XUV500 Xclusive Edition, Vivek Nayer, Chief Marketing Officer, Automotive Division, Mahindra & Mahindra Ltd said, "We are pleased to introduce the 'XUV500 Xclusive Edition'. Being a customer centric organization, we have launched this model basis feedback we have been getting from our customers. The Mahindra XUV500, with its winning combination of aspirational styling, advanced technology, safety features, comfort and convenience is already a game changer in the premium SUV segment. The XUV500 Xclusive Edition will create a new benchmark in premiumness and exclusivity, to further enhance the XUV500's appeal amongst its customers and fans."

Only 700 vehicles of this limited edition will be produced. The 'XUV500 Xclusive Edition' 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 the W8 such as:

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

Technology: 6" (15cm) 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: 6 Airbags (front, side and curtain), Electronic Stability Program (ESP) with Rollover Mitigation, ABS with Electronic Brakeforce Distribution (EBD), Hill Hold Control and Hill Descent Control

Comfort and Convenience: Flat-folding 2nd and 3rd row seats, lounge-like mood lighting, tilt and telescopic steering

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 provides employment opportunities to over 200,000 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, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

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