

Press Release

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Mahindra launches its entry level 'W4' model of XUV500

W4 model comes at an amazing price of Rs 10.95 lacs (Ex-showroom Delhi)

Synopsis:

Ø Key highlights of the W4 model are:

- **Style:** Distinctive cheetah inspired styling, projector head lamps with LED lamps, dual tone interiors
- **Performance:** 140bhp (103Kw) mHawk engine with 330Nm torque and a 6-speed transmission, 5th Generation Variable Geometry Turbocharger
- **Safety:** Dual Airbags, ABS with Electronic Brakeforce Distribution (EBD), side impact beams, crash protection with crumple zones and All wheel disc brakes
- **Technology:** Micro Hybrid technology, Integrated music system with CD/MP3 and 4 speakers
- **Comfort and Convenience:** Twin HVAC, power & tilt steering, power adjustable ORVMs, remote central locking, 6-way adjustable driver's seat and flat fold 2nd & 3rd row seats

Ø The XUV500 will now be available in 4 models, W8 All Wheel Drive (AWD), W8 Front Wheel Drive (FWD), W6 FWD and W4 FWD

November 6, 2013, Delhi: Mahindra & Mahindra Ltd., a part of the US \$16.2 billion Mahindra Group, today announced the launch of the entry level 'W4' model of its popular SUV, the XUV500 at a price of Rs 10.95 lacs (ex-showroom, Delhi). The entry level W4 model is powered by the mHawk 140 bhp engine. In addition to the Cheetah-inspired design, it boasts of a range of technology, safety and comfort features.

Speaking on the launch of the W4 model of the XUV500, **Dr Pawan Goenka, Executive Director & President, Automotive & Farm Equipment Sectors, Mahindra & Mahindra Ltd.** said, "The XUV500 has resonated very well with our customers since its launch and has since become a trendsetter within the Indian automotive industry. With over 74,000 vehicles on the road within two years of launch, the XUV500 is one of our most successful launches. As a customer centric organisation, we have incorporated customer feedback at every step and evolved and today's W4 model launch bears testimony to the same".

Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd. said, "Since its launch in 2011, the XUV500 has carved a special niche for itself in the minds of Indian consumers. The launch of the W4 model makes the XUV500 proposition accessible to more customers who aspire to be proud owners of the cheetah-inspired XUV500. In spite of being an entry level model of the XUV500, the W4 model is technology laden and with this launch, we aim to attract sedan & compact SUV buyers who wish to upgrade to the XUV500".

The XUV500 W4 model is powered by a state-of-the-art 2.2 litre mHawk diesel engine which delivers a power-packed 140bhp with 330Nm of torque. The 2.2 litre engine is meshed with a 6-speed transmission and a 5th generation Variable Geometry Turbocharger which takes the XUV500 from 0-60kmph in just 5.4 seconds. Despite all this exhilarating power, the XUV500 has a mileage of 15.1 kms per litre (ARAI-certified). The advanced Micro Hybrid Technology helps conserve both fuel and nature. In addition it also boasts of a range of technology, safety and comfort features such as projector headlamps with LEDs, Dual Airbags, ABS with Electronic Brakeforce Distribution (EBD), side impact beams, crash protection with crumple zones, all wheel disc brakes, Twin HVAC, power & tilt steering, power adjustable ORVMs, remote central locking and many more.

The W4 model is unmatched in terms of style, performance, safety and comfort thereby providing a complete driving experience to customers.

Some of the key features of the W4 model are:

Style

- Distinctive Cheetah Inspired styling
- Projector Head lamps with LED lamps
- Dual Tone Interiors

Performance

- 140 bhp M-Hawk Engine with 330 Nm torque
- 5th Generation Variable Geometry Turbo Charger
- 6-Speed gear box

Safety

- Dual Airbags
- ABS, EBD
- Side Impact Beams
- Crash Protection with Crumple zones
- All wheels disc brakes

Technology

- Micro Hybrid
- Integrated Music system with CD/MP3 & with 4 Speakers

Comfort & Convenience

- Twin HVAC
- Power & Tilt Steering
- Power Adjustable ORVMs
- Remote Central Locking
- 6-way adjustable Driver seats
- Fully foldable 2nd & 3rd row seats

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 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [after-market](#), [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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