

## **Mahindra launches facelift of its compact SUV, the Bold New TUV300**

*Competitively priced at Rs 8.38 lakh (ex-showroom Mumbai), to be available at all Mahindra dealerships with immediate effect*

**Mumbai, May 3, 2019:** Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today announced the launch of the Bold New TUV300, a facelift of the compact SUV. Featuring design enhancements and new aspirational features, the Bold New TUV300 offers a compelling value proposition at Rs. 8.38 lakh (ex-showroom Mumbai).

The TUV300, which is the only product with an authentic SUV design in the compact SUV segment, now comes with a bolder and more muscular look. It offers a new aggressive piano black front grille with black chrome inserts, muscular side cladding & a newly designed X-shaped metallic grey spare wheel cover. The new Headlamp Design with Daytime Running Lamps (DRLs) and carbon black finish add to the style of the Bold New TUV300.

The interiors, which are designed by the legendary Italian design house, Pininfarina, now come with new silver accents for a more premium look and feel. The hi-tech features, such as the new reverse parking camera, 17.8 cm infotainment system with GPS, Static Bending Headlamps & Micro-Hybrid technology ensure that the best technology is available for its owners.

**Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, Mahindra & Mahindra Ltd.** said “We are pleased to launch the Bold New TUV300, the facelift version of the only compact SUV with an authentic SUV design that combines the space & comfort of 7 seats with performance and hi-tech features. The TUV300 has already established itself in the compact SUV segment with 1L satisfied customers. I am confident that the bolder and more muscular design, will appeal to buyers looking for a true SUV to make a stylish and powerful statement, while enabling them to enhance their lifestyles.”

The New TUV300 is powered by the powerful mHAWK<sup>100</sup> engine, which delivers 100 BHP and 240 Nm of torque. **The Cushion Suspension Technology & optimised ride height offer a better drive experience.** Additionally, the Tough Body Shell made of High-Strength Steel ensures occupant safety. The TUV300 is based on a chassis derived from the Mahindra Scorpio.

Customers will have the option to choose from 7 attractive colours, including 2 new ones, Highway Red & Mystic Copper, in addition to the stylish dual tone Red + Black / Silver + Black, Bold Black, Majestic Silver and Pearl White colours. Besides the existing variants (T4+, T6+, T8 and T10), there will also be an optional pack, T10 (O), which will have leatherette seats and lumbar support.

### **New Features of the Bold New TUV300:**

- Piano Black Front Grille
- New Headlamp Design with DRLs
- X-Shaped Metallic Grey Spare Wheel Cover
- Muscular Side Claddings and Chin Plate
- Clear Lens tail lamps
- Exterior Paint Options (Highway Red, Mystic Copper)
- Silver Accents in the interiors
- Reverse Parking Camera

Please use the following hashtags/handles for social media update:

**Hashtags:** #BoldNewTUV300

**Social Media Handles:**

- 1) Facebook - [www.facebook.com/mahindraturv300/](http://www.facebook.com/mahindraturv300/)
- 2) YouTube - <https://www.youtube.com/channel/UCTB57CF2c8exvDPB6kiliQQ/>
- 3) Twitter - [www.twitter.com/MahindraTUV300](http://www.twitter.com/MahindraTUV300)

**About TUV300**

Launched in September 2015, the TUV300 was designed in-house and built on an all-new platform. It inherits Mahindra's legendary tough and rugged DNA, while its authentic "true-blue" SUV stance establishes its extraordinary road presence. Having sold more than 1 lac units since its launch, the TUV300 was also awarded the "Value for Money Car of the Year, 2016" and "Compact SUV of the Year, 2016" by auto experts.

**About Mahindra**

The Mahindra Group is a USD 20.7 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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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