

Mahindra Launches the More Powerful TUV300

- New mHAWK¹⁰⁰ engine to deliver power of 73.5 kW (100 Bhp) & best in class torque of 240 NM
- The new mHAWK¹⁰⁰ engine will be available in the top-end variants of the TUV300 - T8 & T8 AMT
- To be available at Mahindra dealerships pan India with immediate effect

Mumbai, May 12, 2016: Mahindra & Mahindra Ltd. (M&M), India's leading SUV manufacturer, today announced the launch of a more powerful avatar of the TUV300 with the all new mHAWK¹⁰⁰ engine. The new mHAWK¹⁰⁰ engine will deliver a power of 73.5kW (100 Bhp) and will be available in the top end variants of T8 & T8 AMT in the TUV300. To be available across Mahindra dealerships pan India with immediate effect, the TUV300 with mHAWK¹⁰⁰ engine will be priced at Rs.8.87 lacs (ex-showroom Mumbai for T8 variant*).

Along with more power, there is a boost in torque from 230 NM to 240 NM in the TUV300 with the all new mHAWK¹⁰⁰ engine, thereby improving acceleration with more pep and torque. **The TUV300 is also India's 1st SUV to offer autoSHIFT Automated Manual Transmission Technology (AMT).** The autoSHIFT (AMT) T8 variant has also been upgraded with more power and has been refined for smoother automatic gear shifts and a fatigue-free driving experience. The TUV300 will also offer a more comfortable ride with better cushioned seats in the 2nd row and comes with **ISOFIX Child Seat Mounts** on the 2nd row seat to ensure safety of the child.

Speaking on the launch of the TUV300 with the all new mHAWK¹⁰⁰ engine, **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.** said, "At Mahindra it has always been our endeavour to incorporate consumer insights and feedback and hence we are happy to introduce the more powerful TUV300 with the mHawk¹⁰⁰ engine. Further the TUV300 AMT T8 variant will offer a more thrilling drive with the upgraded power. With over 25,000 TUV300s on Indian roads, it has emerged as a strong player in its segment. With its all new powerful engine as well as a winning combination of bold true-blue SUV design, premium & elegant interiors, superior driving pleasure and best in class safety, the TUV300 will become an even more compelling value proposition for our customers."

The T8 variant of the TUV300 will be available with both mHAWK¹⁰⁰ & mHAWK⁸⁰ engine options. The other variants will continue to be powered by mHAWK⁸⁰ which delivers a power of 61.5kW (80Bhp). The tough & stylish TUV300 offers peppy performance, at a great price starting from just Rs 7.26 lacs (ex-showroom Mumbai, T4 variant with mHAWK⁸⁰ engine *).

ABOUT TUV300

TOUGH AND BOLD TRUE BLUE SUV STYLING

Inspired by the design of a battle tank, the TUV300 is a tough, bold and stylish SUV that commands attention wherever it goes. Its imposing bumpers, high ground clearance and toughened high strength steel body allow it to tackle any challenge thrown at it. The exterior with its bold grille with chrome inserts, stylish ski racks, uniquely slanted doors and B-pillar, Tailgate-mounted spare wheel with moulded cover and sporty alloy wheels lend the TUV300 design cues of a “true-blue” SUV. Its slick static-bending headlamps and chrome-accented fog lamps, make it look right at home on city streets too.

THE REFINED SIDE OF TOUGH

Despite the tough appearance of a true blue SUV on the outside, the TUV300 is stylish and extremely comfortable on the inside. The TUV300’s dual-tone black & beige interiors are premium and welcoming, thanks to the chrome finishes and metal accents. A smart dashboard with classy, piano-black centre fascia and a hexagon-shaped center bezel gives the whole passenger cabin a contemporary look. With an infotainment system comprising 2-DIN Audio, Bluetooth, USB & AUX, a stylish steering wheel, steering-mounted audio and phone controls, a sporty twin-pod instrument cluster, the TUV300 is set to exceed expectations.

EASE OF DRIVING

The TUV300 is perhaps India’s easiest to drive compact SUV, thanks to its **first-in-class ‘autoSHIFT’ technology (Automated Manual Transmission)**. Its mHawk¹⁰⁰ engine, is a 1.5 litre diesel engine with 2-stage turbocharger and delivers **best-in-class 240 Nm torque**, while its **ECO mode** function and Micro-Hybrid Technology ensure economic fuel consumption with an **ARAI-certified fuel efficiency of 18.49kmp/l**. Its Cushion Suspension Technology with anti-roll bars and 3rd generation chassis ensure you can enjoy all the toughness of the TUV300 with car-like ride and handling.

SAFETY YOU CAN FEEL

Sitting in the TUV300 gives you a feeling of immense safety and security. But that’s not just a feeling. The TUV300 comes with a toughened high strength steel body shell for all-round impact protection, a 3rd Generation crash-worthy chassis with high torsional stiffness & durability, hydro-formed crush tips that collapse in case of impact and help protect passengers, Dual Airbags, Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD), Corner Brake Control (CBC) to maintain the driver-intended path during braking while turning, Automatic door locking to prevent doors from opening accidentally, crumple zones and strong side intrusion beams.

EASY TO RELAX IN

The TUV300 packs uncompromising style with a 7-seater (5+2) configuration and with the best-in-class headroom, legroom & shoulder room. This, along with 720 litres of generously expandable boot space is unmatched in this segment. The TUV300’s comfortable seats and premium upholstery, with added comfort of driver and co-driver armrests and lumbar support for front row seats make for a perfect package.

TECHNOLOGY THAT MAKES DRIVING A DELIGHT

The TUV300 is loaded with a host of technology features like Static-bending headlamps, brake energy regeneration, Intellipark Reverse Assist, steering-mounted audio & phone controls, Voice Messaging System, Driver Information System, Follow me home & Lead me to vehicle headlamps, Mahindra's BlueSense mobile app and Micro-Hybrid Technology.

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 16.9 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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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