

**Press Release**

## **Mahindra Introduces New, Luxurious TUV300 T10**

*Attractively priced at Rs 9.66 lacs (ex-showroom Mumbai)*

- Features new high-tech 17.8 cm (7") Touchscreen Infotainment system & plush faux-leather seats
- New premium black chrome and metallic grey exterior finish enhances luxury quotient
- New premium Pearl White colour introduced, also available in two Dual-Tone options (Red+Black and Silver + Black)
- Pan India bookings now open across all authorised dealerships

**Mumbai, September 25, 2017:** Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of the luxurious high-end 'T10' variant of its bold and stylish TUV300. Priced at Rs. 9.66 Lacs (ex-showroom Mumbai), the T10 variant of the TUV300 comes packed with a host of premium, high tech features. Pan India bookings are open across all authorised dealerships.

The TUV300 has introduced a new high-end 17.8 cm (7") colour touchscreen infotainment system with GPS navigation and plush faux leather seats. The infotainment system boasts of a capacitive touchscreen, Video and Image playback via USB, Bluesense® Technology, as well as a driver information system. With interiors designed by legendary Italian design house, Pininfarina, the cabin is both premium and luxurious. The new Pearl White colour also adds a premium appeal to the TUV300. The exterior is further enhanced with a black chrome finish on the front grill and fog lamps, static-bending headlamps with carbon black finish and a glossy metallic grey finish on alloy wheels, roof rails and the rear spare wheel cover.

**Speaking on the launch of the T10 variant of the TUV300, Veejay Ram Nakra, Chief of Sales and Marketing - Automotive Sector, Mahindra & Mahindra Ltd.** said, "We are pleased to introduce the luxurious and hi tech T10 variant of the TUV300, specially designed for our discerning customers. The TUV300 has already successfully established itself in the compact SUV segment with over 60,000 satisfied customers. The T10 variant will further enhance the TUV300's appeal amongst buyers looking for an SUV that compliments their aspirations and lifestyles. We have also launched a new TV campaign for the TUV300 which creates a stronger connect with the luxurious lifestyle and aspirations of our customers."

Customers will have the option to choose from a wide array of attractive colours, namely the 2 stylish dual tone colour options of Red + Black / Silver + Black, Bold Black, and the newly introduced Pearl White. In addition to this, customers also get the option to personalize their TUV300 T8 variant with the newly introduced 'T8 Luxury Edition' kits. These equip the T8 variant with a sophisticated touchscreen, faux leather seats, chrome add-ons and a host of tech features.

### **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 60,000 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.

Mahindra has also introduced a new higher powered engine option on the TUV300, the mHAWK<sup>100</sup> (73.5 kW – 100 BHP power and 240 Nm of best-in-class torque). The TUV300 is the first Indian SUV to offer autoSHIFT Automated Manual Transmission Technology (AMT) for automatic gear shifts and a fatigue-free driving experience. With its winning combination of bold true-blue SUV design, elegant interiors with 5+2 seating and superior driving pleasure, the TUV300 is a compelling value proposition.

### **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.

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