

Press Release

Mahindra launches the All-New TUV300 PLUS

*With the powerful mHAWK^{D120} engine,
a luxurious 9-seater configuration and premium interiors
Attractively priced at Rs 9.47 lakh (ex-showroom Mumbai)*

SYNOPSIS:

The new TUV300 PLUS is:

- Targeted at discerning customers who are looking to **upgrade their lifestyle** and don't want to settle for the ordinary.
- **Plus on Power** with the proven 2.2 litre mHAWK^{D120} engine that delivers a power-packed 88 kW (120 BHP) & 280 Nm torque, along with a 6-speed manual transmission
- **Plus on Space** with luxurious space to seat 9 people
- **Plus on Comfort** with superior ride through Cushion Suspension Technology
- **Plus on Premiumness** with Faux Leather seats and interiors designed by legendary Italian design house, Pininfarina
- **Plus on Technology** with a 17.8 cm Touchscreen Infotainment with GPS Navigation, ECO Mode, Micro Hybrid Technology and Brake Energy Regeneration
- **Plus on the SUV quotient** with a bold design and SUV stance
- Available in 3 variants – P4, P6 & P8
- Available in 5 colours – Bold Black, Majestic Silver, Dynamo Red, Glacier White and Molten Orange
- **At an attractive EMI of Rs. 11,999**
- Attractive AMC options starting from **Rs. 0.31/km**

Mumbai, June 20, 2018: Mahindra & Mahindra Ltd. (M&M Ltd.), a part of the USD 20.7 billion Mahindra Group, today announced the introduction of the TUV300 PLUS, targeted at customers who are looking to upgrade their lifestyle with a premium and bold true-blue SUV with spacious interiors and a pleasurable driving experience.

Priced at Rs. 9.47 lacs (ex-showroom Mumbai), the TUV300 PLUS will fill the gap for a contemporary, powerful & flexible 9-seater true-blue SUV under the 10-lakh price point in the Indian auto Industry. The TUV300 PLUS is powered by the proven 2.2 litre mHAWK^{D120} engine which delivers 88 kW (120 BHP). It comes with a 6-speed manual transmission for enhanced driving pleasure on highways. It also makes a stylish & powerful statement with its bold design and true-blue SUV stance. The interiors, designed by legendary Italian design house, Pininfarina, and the faux leather seats give the TUV300 PLUS a premium feel. It also offers high-tech features such as the 17.8 cm touchscreen infotainment with GPS navigation, ECO mode & Micro Hybrid Technology, to name a few.

According to **Veejay Ram Nakra, Chief of Sales and Marketing - Automotive Sector, Mahindra & Mahindra Ltd.**, "The TUV300 has enjoyed a successful run since its launch in September 2015, with close to 80,000 vehicles on road. We are now pleased to introduce the TUV300 PLUS for customers who are

looking for a true-blue SUV with more space & more power. The TUV300 PLUS will appeal to buyers looking for an SUV that compliments their aspirations and lifestyles.”

About the TUV300 PLUS

Plus on Power

TUV300 PLUS is equipped with the proven and reliable *mHAWK^{D120}* engine, that delivers superior drivability both in city traffic as well as on highways with 88 kW (120 BHP) power, 280 Nm torque and a 6-speed manual transmission.

Plus on Space

The TUV300 PLUS is a spacious & comfortable SUV that offers luxurious space to seat 9 people with the flexibility to fold the rear seats & create a large storage area.

Plus on SUV quotient

The TUV300 PLUS makes a powerful and stylish statement with its imposing stance, big footprint (length 4400mm, width 1835 mm & height 1812 mm) and its real SUV character defined by the aggressive front grille, large alloy wheels (215/70 R16) and rear wheel drive.

Plus on Comfort & Premiumness

Equipped with Cushion Suspension Technology, the TUV300 PLUS delivers a superior ride experience on all type of roads. The interiors are designed by legendary Italian design house, Pininfarina, and the faux leather seats give the TUV300 PLUS a premium feel. It also comes with steering mounted audio & phone controls, a rear defogger alongwith wash & wipe, a driver seat height adjuster, armrests for the front row, a convenient storage tray below the driver’s seat and lead-me-to-vehicle & follow-me-home headlamps.

Plus on Technology

The TUV300 PLUS offers a host of hi-tech features, such as the 17.8 cm Touchscreen Infotainment System with GPS navigation and 4 speakers + 2 tweeters, Bluesense App, ECO mode, Micro Hybrid Technology, Brake Energy Regeneration Technology, Intellipark Reverse Assist, AC ECO mode and Driver Information System.

Plus on Safety

The TUV300 PLUS comes with a toughened high-strength steel body alongwith chassis derived from the Scorpio. It also comes with dual-airbags and ABS with Electronic Brake-force Distribution. Additionally, the hazard lights also switch on incase of panic braking.

Attractive Finance Options

TUV300 PLUS will be available with customizable finance options with low down payment & attractive EMIs as low as Rs. 11,999

Attractive Service Plans

TUV300 PLUS will come with customised AMC options starting from Rs. 0.31/km and extended shield warranty (up to 5 years) for complete peace of mind.

Quick Service and Turnaround Time

Nothing matters more than customer convenience. The efficient servicing teams ensure a quick turnaround time for a hassle-free service experience.

Customers will have the option to choose from five attractive colours, namely Majestic Silver, Glacier white, Bold Black, Dynamo Red and Molten Orange, and three variants - P4, P6 and P8.

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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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