

Mahindra Adventure's all-new Super XUV300 enters Rally Championship

Auto

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June, 28 2019, Chennai: Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today announced the introduction of its all new Super XUV300 in the upcoming Rally Championships.

The XUV300's head-turning, cheetah-inspired design, 'fun-to-drive' performance and best-in-segment safety features make it a perfect fit for the rally circuit. The Super XUV300 is developed set the trails ablaze, during rallies, with its petrol and diesel-powered engines.

Team Mahindra Adventure, comprising Gaurav Gill & co-driver Musa Sherif and Amitrajit Ghosh with co-driver Ashwin Naik, will be campaigning these vehicles in the upcoming season of the Indian National Rally Championship (INRC)

Earlier, Mahindra Adventure's Super XUV 500 consistently dominated the tracks since its entry into the Indian Rally Championship in 2013. In fact, the Super XUV500 has won the driver's and constructor's championships back to back in 2017 and 20-18.

Rally legend Gaurav Gill along with his co-driver Musa Sherif of Team Mahindra Adventure sealed multiple INRC wins over the years in their Super XUV500 -- the 2013 INSUV Champions Winner, 2014, 2017, and

2018 winner of the INRC Overall Championship, each year.

Apart from the INRC, Team Mahindra Adventure and the rally prepared Mahindra SUVs have proven unbeatable in several other rallies including the Dakshin Dare, Desert Storm, Constructor's Championship and Raid de Himalaya.

The unprecedented victories by the Mahindra SUVs is a testimony to the tough and rugged Mahindra DNA, as its mettle was tested against other vehicles. With the Super XUV300 entering the Rally Championship, Team Mahindra Adventure is expected to continue its winning spree in the rallying world.

About Mahindra Adventure

A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand with a series of self-drive overland adventure expeditions organized under its banner. Mahindra Adventure was launched as an independent entity for all adventurous activities, in 2011, headed by Bijoy Kumar Y, Chief of Adventure Initiatives. He is a motoring enthusiast and the erstwhile editor of a popular motoring magazine.

The Mahindra Adventure calendar comprises a series of experiential marketing events throughout the year such as the popular off-roading event, the Great Escape, several Challenges (sporting events in keeping with the company's promise of providing adrenaline pumping challenges), Multi-Day Special Escapes, such as the Monastery Escape (10 days), TriNation Escape (10 days), One lap of Iran (9 days), Himalayan Spiti Escape (10 days), The Snow Escape (7 days) & the Summit - a drive to the Everest base camp (14 days).

To spread the DNA of off-roading, the Mahindra Adventure team has also recently launched the Mahindra Adventure Off-Road Training Academy in Mangalore to encourage off-roading amongst the adventure seekers. This is the second Off-Road Training Academy after the first one in Igatpuri.

Mahindra Adventure Off-road Training Academy is 28-acre facility, India's first dedicated facility providing a one stop solution to learning everything about a Mahindra 4WD vehicle and how to use it to its full potential.

Through this, we hope to leverage the brand's off-road heritage, showcase the vehicles abilities and give the participants the confidence to explore the limits of the vehicles. Custom-made Mahindra Thars equipped with radio sets are exclusively used as training vehicles at the facility.

For more details on Mahindra Adventure, you can visit

<http://mahindraadventure.com/>

Facebook : <https://www.facebook.com/MahindraAdventure/>

Twitter : <https://twitter.com/MahindraAdvntre>

Instagram : mahindraadventure

YouTube : Mahindra Adventure

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:

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