

## **Mahindra Bolero gets future ready with safety & emission upgrades**

*Auto*

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*Now Certified for BS VI Emission Norms*

**July 26, 2019, Mumbai:** Mahindra & Mahindra Ltd., a part of the USD 20.7 billion Mahindra Group, today announced that its tough and rugged Bolero Power+ model just received a BS-VI readiness certification from the International Centre for Automotive Technology (ICAT).

The Bolero BS-VI will be launched in early 2020, as per the implementation time frame for the new emission norms. Mahindra is also gearing up, along with its suppliers, to implement BS-VI technology across its entire range within the stipulated time frame.

According to **Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.**, "As the first milestone in our BS-VI readiness journey, we are delighted to get the BS-VI certification for the Bolero Power+. The Bolero is one of our highest selling SUVs and has been the first UV (Utility Vehicle) to be certified as BS-VI ready by the ICAT."

In addition, Mahindra has announced safety upgrades for its flagship product the Bolero which now gets an Airbag and other safety kit including an Anti-lock Braking System (ABS) to comply with the new 2019 safety norms.

The Bolero Power+, Bolero PLUS (9-seater), as well as the Bolero Ambulance will receive the necessary upgrades. Mahindra's customer centric approach ensures that its products are updated from time to time.

The new safety features that have been added to the Bolero include:

- Airbag
- Speed alert system to alert the driver in case of over speeding at 80kmph and 120kmph
- Driver & Co-Driver Seat belt reminders
- Manual override for central locking system to open the door from inside
- Vehicle reverse parking sensors

The standard safety features in the Bolero include, an Anti-lock Braking System, solid SUV build, high ground clearance, high angle of approach and departure, front disc brakes, anti-glare IRVM, digital immobilizer, and a seat belt reminder.

### **About the Bolero**

Since its launch in August 2000, Bolero has been the pioneer in the UV segment. Bolero is a trusted workhorse in lakhs of families, across the nation, known for its robust built and go anywhere capability. It has been used by various armed forces, para-military and internal security forces for years.

Bolero is the highest sold UV till date in India with the highest car park of almost 12 lakh happy owners. Over the years, Mahindra has continuously upgraded the Bolero, to enhance the product value proposition, make it stay relevant and heighten its appeal amongst the core customers and the larger base of buyers.

### **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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