

## **Mahindra drives in the 'Thar 700'**

*Auto*

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*Last 700 units of the legendary off-roader, in its current avatar, is a must have in every enthusiast's garage*

**17 June 2019, Mumbai:** Mahindra & Mahindra Limited today announced the launch of Thar 700, the last batch of 700 units of the iconic 4x4 off-road SUV in its current avatar. It comes packed with unique and differentiated features and is competitively priced at Rs 9.99 lakhs, ex-showroom, Delhi.

The Thar 700 aptly marks the 70 years legacy of Mahindra, as its lineage traces back to 1949 when the first Mahindra vehicle was built in India. The Thar, with its go anywhere capability, is a true-blue off-roader and a typical Mahindra breed that exemplifies the company's rich 4x4 heritage. The Thar 700, a limited special edition of the iconic brand, will be available in an all new Aquamarine colour, in addition to the popular Napoli Black colour.

The highlight of the Thar 700 will be a special badge on the vehicle with signature of Anand Mahindra, Chairman – Mahindra Group.

To further enhance its appeal, the Thar 700 will sport the following exterior and interior changes:

- Stylized 5-spoke alloy wheels
- Decals on the side and bonnet

- Black finish on the grille
- Silver finish on the front bumper
- Leatherette upholstery with THAR logo on the front seats
- Anti-lock braking system (ABS)

The Thar 700 can be booked at any authorised Mahindra dealership or online via [www.mahindrasyouv.com](http://www.mahindrasyouv.com)

Speaking on the special edition Thar 700, Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Division, Mahindra & Mahindra Limited. said, "We are delighted to introduce the last 700 units of our iconic off-roader, Thar, in its current avatar. We believe that the enthusiasts will see it as their last chance to own a piece of this Mahindra legacy, as a must-have garage collectible. The Thar is clearly an extension of our 70 years legacy and what brand Mahindra stands for. Over the years, it has successfully shaped the lifestyle vehicle segment while being popular with the off-road tribe."

Consumers today are looking for a different lifestyle, they seek adventure and fun which the Thar offers like no other brand does. Popular amongst generations of off-road enthusiasts, style seekers and even war-veterans, not many vehicles share the same legendary past and iconic status of the Mahindra Thar.

### **About The Thar**

The Thar CRDe is a true blue, iconic off-roader, which has evolved from the heritage of 4x4 vehicles like the CJ, the MM540, the Classic and the Legend. A typical Mahindra breed, the Thar reflects the company's legendary tough & rugged DNA. The Thar has also been the lifestyle vehicle of choice in India wherein it has been a canvas for owners to customise it as per their tastes. The Thar's rich pedigree of off-roading, lifestyle & adventure

can be further explored online on [www.mahindrathar.com](http://www.mahindrathar.com) and [www.mahindraadventure.com](http://www.mahindraadventure.com)

**Please use the following official hashtags :**

**#THAR**

**#THAR700**

**#MadeOf70Years**

**#MadeOfYou**

**#MahindraRise**

**Watch the Thar 700 video -**

<https://www.youtube.com/watch?v=6qXStVI4LII>

### **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, defence, 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](http://www.mahindra.com) / Twitter and Facebook:

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