

Mahindra Introduces Apple CarPlay in Marazzo

Auto

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Bolsters Marazzo's already strong suite of connectivity features

Mumbai, October 24, 2018: Mahindra & Mahindra Ltd. (M&M), part of the USD 20.7 billion Mahindra Group, today introduced Apple CarPlay in its recently-launched Marazzo MPV.

Apple CarPlay offers easy access to phone calls, music & Siri Search by seamlessly connecting the user's Apple iPhone with the infotainment system of the Marazzo and automatically organizes useful information such as Phone Contacts and Call Logs from the user's iPhone into a simple User Interface that appears on the infotainment system display.

With an intuitive interface, integrated steering controls and powerful voice activated actions, such as SMS read out, it is designed to minimize distraction and enable the driver to stay focused on the road enhancing the safety of the driver and passengers.

According to Veejay Nakra, Chief of Sales and Marketing – Automotive Division, Mahindra & Mahindra Ltd., "With the introduction of Apple CarPlay, the Marazzo becomes even more desirable for customers who wish to stay connected. The inclusion of Apple CarPlay bolsters Marazzo's already-strong suite of connectivity features that include Android Auto, GPS-enabled Navigation, Mahindra's Bluesense App and Emergency Call

function.”

Please use the following hashtags for social media updates:

#MahindraMarazzo

#MarazzoCarPlay

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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