

Mahindra Launches All New MOJO UT 300

Auto

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The MOJO Universal Tourer (UT) 300 comes at an attractive price of Rs.1.49 lac (ex-showroom Delhi)

An additional Exclusive Introductory Benefit of Rs. 10,000 valid till March 2018

Mumbai, March 5, 2018: Mahindra Two Wheelers Division, a part of the US \$19 billion Mahindra Group, today unleashed a new variant of its popular MOJO bike – the **MOJO Universal Tourer (MOJO UT) 300**. The MOJO UT 300 has been designed to conquer all terrains and is for the discerning new customer.

It comes at an attractive launch price of Rs.1.49 lac (ex-showroom Delhi). Additionally, there is an Exclusive Introductory Benefit of Rs.10,000 per bike, valid till March 2018.

Speaking on the launch, **Prakash Wakankar, CEO – Two Wheelers Business** said "At Mahindra, we have always believed in innovation and providing our consumers an exciting value proposition. With the launch of the MOJO UT 300, we believe that we have an exciting product offering for the new age bike enthusiast. With the launch of this new variant, the MOJO will now be available to a wider range of consumers in more than 60 cities across India."

About the MOJO UT 300

MOJO UT 300 comes equipped with state-of-the-art 300 cc Liquid Cooled engine with 4 Valve single cylinder DOHC (Double Over Head Camshaft), compact digital panel and carburettor fuel system. The bike uses a twin tube frame with high torsional rigidity, large 320 mm petal front disc brakes, 17” tubeless tyres and high-pressure gas charged offset rear mono-shox with separator floating piston.

These features are enhanced with a 21 litre fuel tank, the largest in its class, to ensure longer rides with lesser fuel stops. The bike’s ergonomics offer an upright riding stance which augments comfort and ensures a fatigue free ride. All these features put together make the MOJO UT 300 the ideal bike for both city riding and cruising on the highway.

The other variant in the MOJO portfolio is the **MOJO Xtreme Tourer (XT) 300**, the ideal bike for the true blooded tourer which comes equipped with Upside Down Front Fork Suspension, Electronic Fuel Injection System and Pirelli Diablo Rosso II tyres.

Please use the following hashtags for social media updates:

#MojoUT300

#MojoXT300

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About MTWD

Mahindra & Mahindra Two Wheelers Division is a part of the USD 19 billion Mahindra Group. Mahindra & Mahindra Two Wheelers Division is guided by the three tenets of Rise i.e., Accepting No Limits, Alternative Thinking and Driving Positive Change. With these three guiding principles, we have built a range of scooters and motorcycles that offer distinctive styling, solid performance, great mileage and superior ride quality on tough Indian roads. It has a presence in 17 countries across South Asia, Africa, Middle East and Latin America.

Learn more about Mahindra Two Wheelers Division on www.mahindratwowheelers.com

About Mahindra

The Mahindra Group is a USD 19 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.

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