

Mahindra launches-Bolero VLX with CRDe technology in Chennai

Auto

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Chennai: Mahindra & Mahindra Ltd. (M&M), the leader in the UV segment in India, today launched the most powerful Bolero yet - the Bolero VLX with CRDe technology in Chennai. The modern 2.49L Common Rail Diesel Engine (CRDe) belts out an awesome 97 HP and ensures a superior pick-up with smoother drive. The Bolero VLX is priced at Rs. 6.99 lakhs (ex-showroom Chennai).

'The Bolero VLX offers a quantum leap in power and performance due to an Electronic Computer Controlled engine management system. It also offers a superior driving experience and an advanced level of refinement with reduced NVH (Noise, Vibration and Harshness) levels. This rugged, yet stylish SUV has enough power to whip up a storm and is ideal for the young, urban customer who takes to the city and the open road with equal ease,' said Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd.

In the Bolero VLX, injection pressure independent of the engine speed and flat torque over a wide speed range ensure greater driveability and control. An advanced active surge damper reduces jerks during gear shifts to offer a smooth ride.

The superior NGT 530R transmission and upgraded front suspension are ideal to take on tough terrain. The Bolero VLX also features a sophisticated Voice Assist System which makes the drive safer through an audio alert which warns the driver in case the door is left open or a seat belt is unfastened.

The vehicle's stunning body graphics add a dash of style to this powerful SUV. The premium dual-tone upholstery and elegant seating ensures that passengers travel in comfort while the stylish dashboard and trendy instrument cluster add a touch of class to the interiors. The soft grip, leather wrapped steering wheel has a sporty feel and enhances driver comfort.

Bolero Special Edition also launched:

The company also launched the Bolero Special Edition with exciting new features and an exclusive look, priced at Rs. 6.39 lakhs (ex-showroom BS2 Chennai). With its sporty appearance and plush interiors, the Bolero Special Edition is based on extensive customer feedback and is meant for the young, urban customer who likes to stand apart from the crowd. The Special Edition is available in two exclusive, exquisite colours: Mist Silver and Golden Sahara Beige. The subtle body graphics on the sides and bonnet add to the designer effect, while the aluminium mesh gives the SUV a unique and rugged appeal.

The smart exterior of the vehicle is further complemented by its luxurious interiors. The rich, European leather upholstery with premium black lining and Special Edition branding adds a touch of class, while the CD-MP3 player keeps you entertained through your journey.

The Bolero is India's most popular SUV and the clear favourite across the country, a validation of the superior value it offers, its ability to traverse all kinds of terrain and to cater to a diverse range of customers. In 2007-08, the

Bolero became the first brand in the SUV/UV/MPV category to cross 50,000 units in one year, making it India's No. 1 SUV brand for three years in a row.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

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