

Mahindra introduces international range of vehicles in Turkey

Auto

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Istanbul: Mahindra & Mahindra Ltd. (M&M), one of India's leading auto brands with a growing global presence, today announced the introduction of the Mahindra Pik Up and the Mahindra Goa in Turkey, in partnership with ILCE Otomotiv Servis ve Ticaret A.S., a group company of the ILCE Group.

We are delighted to launch our international range of vehicles in Turkey which is of strategic importance to us with its vibrant and rapidly growing automobile market. With their unique combination of ruggedness, utility and style, Mahindra vehicles have carved a distinct niche for themselves in markets across the world including Italy, Spain, South Africa, Egypt, Brazil, other South and Central American and Australian markets. I am sure that Turkey will be no exception. The ILCE Group, with its extensive dealer network and in-depth knowledge of the Turkish auto industry, will also contribute in large measure to our success, said Dr. Pawan Goenka, President, Automotive Sector, Mahindra Mahindra Ltd.

The Mahindra Pik Up and the Mahindra Goa have been designed to meet the global customer's demand for a stylish yet rugged vehicle at a value for money price. These vehicles have been successfully launched in various parts of the world including South Africa, Europe and several South and Central American markets. I am sure that we will corner a significant share

of the automobile industry in Turkey as well.

Incidentally, the Mahindra Goa will soon be seen in Mission Istanbul, a major Bollywood movie, part of which was shot in Turkey, said Mr. Pravin Shah, Executive Vice President, International Operations.

We are honoured to represent the prestigious Mahindra brand in Turkey. Introducing the Mahindra Pik Up Mahindra Goa range in the local market is in tune with our objective of offering customers world-class vehicles which incorporate quality and technology of an international standard. With their tough nature and wide array of features, we believe that Mahindra vehicles offer a strong value proposition and will soon emerge as the brand of choice for the Turkish customer, said Mr. Ilhan Cetinkaya & ILCE Otomotiv Servis ve Ticaret A.S.

The Mahindra Pik Up combines style and comfort with the powerful performance of a pick up and is designed to make the toughest of tasks effortless. The vehicle is available in 4x2 and 4x4 options and is ideal for farm, commercial and recreational use.

Since its launch, the Mahindra Goa has not only emerged as the leader in its segment in India but has also won widespread industry acclaim. It was recently declared an '& Olympic Brand', i.e., a brand that is 'well known, well loved and has a large core following.' It has also won several prestigious awards from the automotive media, including the CNBC Autocar Car of the Year Award and Best Car of the Year award and the BS Motoring Car of the Year Award.

The Goa is essentially a car designed by customers with its state-of-the-art external and internal features constantly upgraded on the template of changing customer needs.

Established in 1982 by Mr. Ilhan Cetinkaya, one of the most respected figures in the Turkish auto industry, the ILCE Group is active in the finished motor vehicle logistics and transportation fields as well as the automotive industry.

Currently, ILCE Automotive has tied up with Mahindra Mahindra Ltd. as its distributor of Light Commercial Vehicles and Farm Tractors. The company also manufactures Mahindra Tractors within Turkey. As of May 2008, ILCE is operating at 10 sales points in 8 cities and has 22 service centers in 19 cities.

Mahindra & Mahindra has been growing in stature as an international automotive major. Today, M&M has a global footprint with a presence in major markets including South Asia, Middle East, Europe, Africa and South America, where it is present in Brazil, Chile, Peru, Uruguay and Paraguay. As part of its growing global footprint, Mahindra is poised to take on the most challenging market, the USA, in 2009.

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.

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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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