

Mahindra launches international range of vehicles in Ghana

Auto

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Mumbai: Mahindra & Mahindra, a leading Indian automotive brand with a growing global presence, today announced the launch of the All New Scorpio, the Scorpio Pik-Up (double cab) and the tough new Bolero Pik - Ups (Single Cab and Double Cab) in Ghana in partnership with Svani Limited.

M/s Svani Limited has been appointed as the authorized distributor for Ghana. M/s Svani Ltd. is a respected organisation with diversified interests in automobiles imports, servicing workshops, leasing and rentals of vehicles, generators and equipment business.

Ashok Thakur, Sr. General Manager – Exports (Africa & Middle East), Automotive Sector, M&M Ltd., said 'The Scorpio and the Bolero are part of Mahindra's global range of vehicles and has been launched successfully in various global markets. The Scorpio's state-of-the-art external and internal features have been designed to satisfy global customers' demand for a stylish, rugged, comfortable vehicle at a keen value. We are happy to be partnering with Svani Limited. I am confident that M/s Svani is the perfect platform to launch our International range of vehicles for the Ghana customer.'

Svani Limited chairman Mr. Thomas Svanikier , said, 'We have the pulse of the Ghana customer due to our long association in this sector. Mahindra, which has stood the test of time for more than 60 years in the home market, will find in us a trusted partner for its new initiative.'

Vehicle specifications:

- Mahindra Pik-Up Double Cab
- NEF TCI Engine, 4 cylinder 2498 cc,
- 100 HP, 24.5 kgm Torque
- 5 speed Manual transmission with AC,
- Power Steering, Central Locking, Power Windows and Audio System

Scorpio SUV

- NEF TCI Engine, 4 cylinder 2609 cc
- 103 HP, 24.5 kgm Torque
- 5 speed Manual transmission, with AC
- Power Steering, Central Locking, Power Windows and Audio System

Bolero Pik-Up Double Cab/Single Cab

- NEF TCI Engine, 4 cylinder 2498 cc
- 100 HP, 24.5 kgm Torque
- 5 speed Manual transmission with AC
- Power Steering, Central Locking, Power Windows and Audio System

'Our vehicles are perfectly suited for the tough, rugged conditions of Ghana, and have been designed to deliver on the expectations of the Ghana customer. Svani's understanding of the market and our international quality offering will fulfill needs of the market,' said Mr. Thakur.

The Scorpio

An Olympic Brand - Recently entered the portals of 'Olympic' brand category. Only four-wheeler in its class in India to have achieved this. An Olympic brand is one that is 'well known, well loved and has a large core following'

The most coveted lifestyle class vehicle in its class in India.

Its state-of-the-art external and internal features are constantly upgraded on the template of changing customer needs

The Scorpio is a car that customers have designed. M&M collected customer insights very rigorously, through product clinics, through focus groups, through in depth QFD interviews, through feed back from people who loved the Scorpio and those who had rejected it.

Part of M&M's international breed of vehicles. Exported to Europe, the Far East and Africa.

Successfully launched in Spain, Morocco, South Africa, Kenya and Paris

Mahindra Pik Up

Designed to deliver great performance and power that makes tough work easy.

Combines style and comfort of the SUV and the powerful performance of a pick up

The combination of 79 kW at 3800 rpm and 247Nm of torque at 1800 rpm makes it ideal for farm, commercial and recreational use

Available in 4x2 and 4x4 options

Sports expansive dimensions, with a length of 5098 mm, width of 1770 mm and height of 1942 mm

Top quality ergonomic features include roomy interior, excellent rear leg room and interior height

Bolero Pik Up

Commanding looks and robust build. The muscular front bumper enhances safety while adding to the design quotient

Extra thick corrosion-resistant sheet metal body

A combination of disc-drum brakes that assure effective braking under all conditions

Space-efficient interiors and centre console. Has lots of neatly tucked away utility spaces for various passenger needs

Modern and easy to operate instrument cluster

Bolero is powered by a 2498cc Turbo Charged DI (Direct Injection) diesel engine which produces 100bhp power and 240Nm torque

Its Advanced NGT 530 transmission along with synchromesh gears allows smooth gear shifts

Mahindra & Mahindra has been growing in stature as an international automotive major. It has assembly facilities in various parts of the globe and exports its global range of vehicles - Scorpio (known as Goa in Europe), Bolero and its variants - to Europe, the Far East and Africa. Over the past year, the All New Scorpio has been successfully launched in markets including Spain, Morocco, South Africa, Kenya and Paris. As part of its growing global spread, India's most loved SUV is poised to take on the most challenging market, the USA, in 2008.

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 three tractor manufacturers 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 Logan, a product of its JV with Renault SA.

The Group has a leading presence in key sectors of the Indian economy, including the financial services (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components, information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City. With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization and has recently announced the setting up its retail venture, Mahindra Retail. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in

Italy, Mahindra USA Inc. and Mahindra South Africa. M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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