

Mahindra launches Pik Up Double Cab in Paraguay

Auto

Author : mahindraadmin Category : Auto Published : 5/12/2008

Ascuncion: Mahindra & Mahindra Ltd. (M&M), one of India's leading auto brands with a growing global presence, today announced the launch of the Mahindra Pik Up Double Cab in Paraguay, in partnership with the Rieder Group.

'The Mahindra Pik Up Double Cab is part of our global range of vehicles and has been successfully launched in several markets in South America, including Peru, Chile and Brazil. With its stylish looks and rugged nature, the Pik Up is well suited for the international market and I am sure that the vehicle's unique value proposition will also appeal to customers in Paraguay.

We are also pleased to partner with Motomarket of Rieder & CIA.S.A.C.I., one of the country's most respected business groups and we are sure that their keen understanding of the market and extensive dealer network will contribute to the success of the Mahindra Pik Up in Paraguay,' said Mr. P.N. Shah, Executive Vice President , International Operations, Mahindra & Mahindra Ltd.

'We are delighted to be associated with Mahindra & Mahindra which is recognized as a prestigious auto brand across the world. Over the past few months, M&M has established a significant presence in South America and

we are sure that the Mahindra Pik Up will emerge as the diesel offroader of choice in Paraguay as well,' said Mr. Jose Rieder , Director of the Rieder Group

The Mahindra Pik-Up combines the style and comfort of an SUV 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.

About the Mahindra Pik-Up Double Cab:

- 4 cylinder Turbo charged Inter cooled Engine, 2498 cc, Euro-II 100 HP, 24.5 kgm Torque
- 5 speed Manual transmission with AC, Power Steering, Power Windows, Central Locking and Audio System. ABS & Alloy Wheels are available as options.
- Designed to deliver great performance and power that makes tough work easy.
- Combines style and comfort of an SUV with the powerful performance of a pick up
- The combination of 100 HP at 3800 rpm and 24.5 Kgm of torque at 1800 rpm makes it ideal for farm, commercial and recreational use
- Provides maximum utility and comfort to the consumer through its class-leading 1.245 m³ load tray dimension
- 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

The Rieder Group is a diversified conglomerate and one of Paraguay's most respected business houses. Established 73 years ago, the firm began its business activities by importing paper and laboratory equipment from Europe. Today, the Group has interests in a range of diverse areas, including cattle farming, timber and telecommunications. Besides Mahindra,

Rieder is also the distributor for several other global auto brands such as Volvo, Renault and Valtra. The Group has branches in Ciudad del Este, Santa Rita and Encarnacion, in addition to 35 sales agencies and Authorized Workshops across the country.

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 (where the Mahindra Scorpio is known as Mahindra Goa), Africa and South America, where it is present in Brazil, Chile, Peru and Uruguay. Over the past year, the Scorpio has been successfully launched in several markets, including Australia, Turkey and Ghana. Earlier this year, Mahindra commenced Scorpio assembly operations in Egypt and Brazil, marking its first assembly operations outside India. As part of its growing global footprint, one of India's favourite SUVs 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.

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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