

Mahindra Racing's Futuristic All-New M5Electro Race Car Makes Its India Debut

Brand

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10 DEC 2018 – MUMBAI, INDIA Mahindra Racing's M5Electro race car made its India debut today, in full race livery, days ahead of the start of the 2018/19 ABB FIA Formula E Championship– Season 5. The first race is scheduled on December 15 in Ad Diriyah, Saudi Arabia with a total of 13 races across various cities in the world (it will be broadcasted live on Sony ESPN SD/HD– qualifying at 1:00pm and race at 5:00pm IST). Shell, with a heritage of more than 100 years in motorsports, has also come onboard as the latest sponsor for Mahindra Racing. The Shell logo is part of the new race car livery of the M5Electro which was displayed in India in its race-ready avatar. In addition, Mahindra Racing and Shell will work on the joint development of lubricants and fluids for electric vehicles.

The M5Electro is based on generation two of the Formula E race car, featuring cutting edge EV powertrain technology that has been aggressively developed through the rigour of four seasons of top level Formula E racing. It will be able to touch 100km/h in just 2.8 seconds and go on to a top speed of 280km/h. The design sees an evolution of the team's iconic and unique red, white and blue colour scheme, updated and created to reflect the exhilarating new design of the Gen2 car. The new team kit draws inspiration from iconic Indian symbols, the Bengal tiger and the Lotus flower.

**DR. PAWAN GOENKA | Managing Director, Mahindra & Mahindra Ltd.
and Chairman, Mahindra Racing**

"Formula E represents the cutting edge of EV technology and plays a strategic role in realizing Mahindra's vision of the Future of Mobility through our 'Race to Road' strategy. Racing is at the pinnacle of global EV motorsport, it puts Mahindra on the fast track toward the development of an entirely new generation of EVs that offer clean, exciting yet affordable mobility to our customers. We are geared up to begin racing in Season 5 of Formula E in the next few days and will push hard toward victory. We look forward to growing interest and support from our Indian fans for a championship that is helping to develop sustainable mobility solutions for the future."

DILBAGH GILL | CEO and Team Principal, Mahindra Racing

"We have set a razor-sharp focus to build on our base from the last few seasons and continue to be one of the top teams in season 5 of Formula E. The ultimate objective, is to claim the championship title. Our team coupled with our strong pool of partners, will enable us to achieve this aspiration. We are thrilled to have Shell onboard as it will help us explore powerful opportunities in the area of lubricant technology and engineering, the results of which will be visible on and off the race track."

PATRICK CARRE | Vice President, Shell Global Lubricants

"We see great opportunities from the association between Mahindra Racing, a founding Formula E team with a powerful brand and credibility in India, and Shell Lubricants with our deep global automotive expertise and technology capabilities. We are pleased to join forces to develop lubricants and fluids that will make electric vehicles more efficient and unlock great opportunities for continued growth in the Indian market."

Mahindra Racing team is also supported by Renesas, Lear Corporation, AVIS, Umicore, Pininfarina, Voxdale, Errea, Bahco, Nippon, Alpinestars and Greenhills as sponsors for the upcoming championship.

EVOLUTION OF E-PRIX RULES IN SEASON 5

The race will now last for 45-minutes and an extra lap without any pit stops. Drivers can use the 'Attack Mode', which lets them pick up an extra hit of power and to arm this they will need to drive their cars off the racing line, through the Activation Zone. As a reward for taking a slower line through the corner, they will be able to collect an extra 25 kW of power. In another groundbreaking Formula E initiative, the five drivers who receive the highly-acclaimed FANBOOST from fan voting ahead of the race, are awarded a significant burst of power, which they can deploy in a five-second window during the second half of the race. (You can vote for your favourite driver now, [click here to cast your vote.](#))

MAHINDRA RACING

Mahindra Racing is one of ten founding teams – and the only Indian team – to compete in the ABB FIA Formula E Championship, the world's first all-electric racing series. Mahindra Racing has impressive credentials; after scoring its breakthrough win at the Berlin E-Prix in 2017, the squad now has three race victories to its name in addition to 15 podiums, six pole positions and 516 points from 45 starts. After four seasons with the first generation race car, all eyes now turn to season five. Mahindra Racing has high ambitions with the Gen2 M5Electro, a technical innovation that will see the car last the duration of a race as Formula E continues to push the limits of technology and electrification.

MAHINDRA GROUP

The Mahindra Group is a USD 20.7 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 has 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, components, commercial vehicles, speedboats, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries. Learn more about Mahindra at www.mahindra.com

Supporting Mahindra Racing is Tech Mahindra which was recently ranked in 15th on the Forbes' Digital 100 list-the highest-ranked non-US company to feature. After receiving previous accolades for its sustainability vision, Tech Mahindra was honoured for the fourth consecutive year as a leader in the 2018 Dow Jones Sustainability Indices (DJSI).

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