

Mahindra's Alturas G4 to Redefine the High-End SUV Segment

Auto

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Key highlights

- To be equipped with Hi-Tech & Safety features like 8-way Powered Driver Seat with Memory Profile, Dual Zone FATC, 9 Airbags, 3D 360 degree Around View Camera, etc.
- To be available through a separate high-end showroom within the Mahindra 'World of SUVs' with exclusive Relationship Managers
- Launch of Purple Club+, a First in category loyalty program

Mumbai, November 16, 2018: Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today revealed the key features of its high-end SUV, the Alturas G4.

The Alturas G4 will be equipped with significant Hi-Tech & Safety features including 8-way Powered Driver Seat with Memory Profile, Dual Zone FATC, 9 Airbags, 3D 360 degree Around View Camera, Ventilated Seats, Active Roll-over Protection, etc. It will compete with players that operate in the Rs.30+ Lakhs (ex-showroom) price range.

Veejay Ram Nakra, Chief of Sales & Marketing, M&M Ltd. said, "The Alturas G4 is our most luxurious offering till date and will come with a host of technology & safety features, many of which are not available in vehicles in

a similar price range. We have always been a pioneer when it comes to creating industry benchmarks and the Alturas G4 will be no different. We are certain that with the Alturas G4, we would redefine the high-end SUV segment”

The Alturas G4 would be exclusively available through a separate high-end showroom within the existing Mahindra ‘World of SUVs’ dealerships. These outlets will be equipped with ultra-modern digital technology to provide an enhanced and immersive high-end experience for customers. All Alturas G4 customers would have access to exclusive Relationship Managers to cater to their requirements, another segment first.

With the Alturas G4, Mahindra would also be introducing a new premium loyalty program, called Purple Club+. The Purple Club+ program will be a first-in-category loyalty program that would enable customers to earn and redeem points based on engagements with the brand.

Brand website at www.alturasg4.com

Please use the following hashtag for social media updates

#AlturasG4

About Mahindra

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 enjoys 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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst

other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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