

## **Mahindra Renault receives 2nd export order of 500 Logans for SA,taking total order size to 1000nos**

*Auto*

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**Mumbai:** Mahindra Renault Pvt. Ltd. (MRPL), a joint venture between Mahindra & Mahindra and Renault S.A. of France, today announced that it has received an additional export order of 500 GLSx Petrol Logans for South Africa. This is the second order taking total order size to 1000 nos. This order comes soon after the successful despatch of 200 Logans to the country in September.

'We are pleased to announce that we have received an additional order for 500 Logans for the South African market, close on the heels of our first order for 500 nos. Since its launch in 2007, the Logan has carved a distinct niche for itself in the passenger car segment in India and is now gaining global acceptance. Auto enthusiasts in South Africa can now experience the Logan's strong value proposition which includes solid build, performance and fuel efficiency,' said Mr. Nalin Mehta, Chief Executive Officer, Mahindra Renault.

The GLSx petrol variant adheres to international quality standards and incorporates several state-of-the-art features such as Anti-lock Braking System (ABS), anti-rust warranty and a sophisticated Driver Information System which provides the driver with detailed information including average speed, mileage, fuel consumption and distance the car can travel

with existing level of fuel. A special 'tripmeter' also gives the driver an idea of the distance he has travelled since the car's last refuelling.

The Logan has received a tremendous response since its launch and has been clocking steady sales numbers each month. It is among the top selling sedans in India and has also received several prestigious industry accolades since its launch eight months ago. It has been named the 'Car of the Year 2007' by HT Cars & Bikes, a supplement of the Hindustan Times and also recently won the Business Standard Motoring Jury Award 2008 and the NDTV Car India & Bike India 'Midsize Car of the Year' Award.

The J.D. Power Asia Pacific 2007 India Initial Quality Study ranked the Logan as the 'Best Entry Midsize Car in Initial Quality', which is the ultimate measure in quality. The Logan received the lowest score of 65 PP100, i.e. Problems Per 100 vehicles, ahead of other leading passenger cars, indicating a high level of satisfaction experienced by customers. It has also been declared the leader in its segment in new vehicle design and performance in India, according to the J.D. Power Asia Pacific 2007 Indian Automotive Performance, Execution and Layout Study (APEAL). The 2007 four-wheel total customer satisfaction study undertaken by leading market information provider, TNS, ranked the Mahindra Renault Logan Diesel at the top of the 'Midsize Car – Diesel' segment with an exceptional score of 96.

### **About Mahindra Renault**

In February 2005, Mahindra & Mahindra and Renault decided to join forces to produce and commercialize the Logan in India. The joint venture is a 51:49 partnership between Mahindra & Mahindra and Renault. The state-of-the-art Logan facility in Nashik offers a body shop, stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan. The Mahindra Renault Logan was launched on April 3, 2007. Commercial sales began in May 2007.

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