

Mahindra rolls out BS6 variants of Alfa, its popular 3-wheeler brand

Auto

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October 12, 2020, Mumbai: Mahindra & Mahindra Ltd (M&M Ltd.), a part of the USD 19.4 billion Mahindra Group, today announced the launch of the BS 6 variant of Alfa, its flagship 3-wheeler brand. Today, the Alfa brand is known to be the most fuel efficient in its category and offers a range of passenger & cargo variants with 4 offerings catering to varied customer segments.

The reliable and powerful Alfa has gone over significant makeover in its BS6 avatar and offers 37% higher displacement, 16% higher power and 12% higher torque over its BS4 version. With **9.4 hp power** and **23.5 Nm torque**, Alfa offers improved pickup and better pulling power on slopes.

Its **best-in-class mileage of 28.9 km/l*** in passenger and **29.4 km/l*** in load variant ensures higher savings compared to other brands in the category. This helps the customer earn more by completing trips faster. Further the **long wheelbase and high ground clearance, strong sheet metal body** reflect the core Mahindra DNA of being rugged and strong and offer smooth drive on rough roads with ease.

According to **Veejay Nakra, CEO – Automotive Division, M&M Ltd.** “We are happy to launch our flagship 3-wheeler Alfa in BS6 variant with best in

class fuel efficiency, higher power, torque & driveability, which provide better operating economics and comfort to the end users.”

Mr. Nakra further added, “There has been some delay in launching our BS6 range of 3 wheelers, given the supply chain disruptions due to Covid-19. With all of that behind us and the onset of festive season, we see good demand in both load and passenger segments and we are gearing up our production accordingly to meet this demand. With these launches we are confident to regain our spot amongst the top 3 players in the 3-wheeler segment.”

With its completely new powertrain and water-cooled engine the Alfa has undergone significant testing both on and off field, clocking over 4 lakh kms.

Mahindra also aims to enrich the lives of its 3-wheeler customers through **Uday Program** which offers benefits such as accidental death insurance cover of Rs. 10 lacs, child education scholarship & referral benefits on service etc.

About the Mahindra Alfa

With its presence for over a decade and half in the segment, Mahindra Alfa comes with 2 variants each in Passenger and Load segments. In the passenger segment, Alfa Dx is the base variant and Alfa Comfy has added benefits - car like suspension and wider sofa type comfortable seats. In load segment, the two variants are Alfa Load and Alfa Plus with deck length and payload of 5.2 ft & 470 kg and 5.7 ft & 520 kg respectively. The variants are conceptualized to benefit customers based on their requirement. The company has despatched test drive vehicles to its dealers in September and will ensure availability of Alfa for the festive season.

It boasts of features of an A advanced Car - dashboard, spacious cabin with wide & comfortable seats and push button start & mobile charging points. This helps Alfa remain true to Mahindra's Rise philosophy of driving positive change by providing better convenience and stress-free environment to its driver/owner. Further **low maintenance and ease of repair** along with a network of **2800+ technicians** who are trained to offer best services even in the remote locations, help in more savings and offer peace of mind to the customers.

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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[Mahindra Alfa](#) [BS6 variants](#) [3-wheeler](#) [Veejay Nakra](#)