

Mahindra's latest SUV, the Y400 to be named Alturas G4

Auto

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Key highlights

- To be launched on 24th November 2018
- Will compete in the high end SUV segment
- Pre-bookings to start at Dealerships from today

Mumbai, November 5, 2018: Mahindra & Mahindra Ltd. (M&M), a part of the US \$20.7 billion Mahindra Group, today announced the name of its highly-anticipated high end SUV, codenamed Y400, as the Alturas G4.

Speaking about the Alturas G4 Veejay Nakra, Chief of Sales &

Marketing, M&M Ltd. said, "The word Alturas means 'height' or 'pinnacle'.

The Alturas G4 represents a gateway into luxury for those who have reached the pinnacle of success in their lives. Being our most luxurious offering, exquisitely designed and crafted, we believe that the Alturas G4 name perfectly describes this product."

Positioned in the high end SUV segment, the Alturas G4 will compete with players that operate in the Rs.30+ Lakhs (Ex-Showroom) price range. The Alturas G4 offers luxury and exclusivity in its Bold & Imposing Design & Luxurious Interiors. Thrilling Performance & Off-road capability, Unmatched Safety and Best in Class features further enhance the Alturas G4

proposition.

The Alturas G4 will be built at the company's manufacturing facility at Chakan in Maharashtra and will be launched on 24th November 2018. Pre-bookings for the Alturas G4 would be open at Mahindra Dealerships starting today.

Brand website at www.alturasg4.com

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.

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

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Tags :

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