

## **Mahindra's Scorpio-SUV & Pik-Up range launched in Peru**

*Auto*

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**Lima:** Mahindra & Mahindra Ltd. (M&M), one of India's leading automotive brands with a growing global presence, today announced the launch of the Mahindra Scorpio SUV and its Pik-Up range (Single and Double cab) in Peru, in partnership with Maquinaria Nacional S.A. (MANASA).

'The launch in Peru will help us consolidate our growing presence in South America. Our vehicles have already carved a distinct niche for themselves in Brazil, Chile and Uruguay with their excellent combination of rugged utility, reliability and style. Our partner, MANASA, (with whom we also operate in Chile), is part of the Gildemeister Group, one of Peru's most respected business houses with a vast national network of branches and dealers and will ensure our success in Peru which is one of the fastest growing automobile markets in Latin America,' said Mr. Sanjeev Saksena, Senior General Manager, Central and South America, Mahindra & Mahindra Ltd.

'We are honoured to represent the Mahindra brand in the Peruvian market. With their style, performance and power packed features, Mahindra vehicles offer customers a strong value proposition. The Mahindra Scorpio and Mahindra Pik-up are tried and tested products in various parts of the world including South Africa, Europe and several South and Central American

markets. I am sure that our knowledge of the local market combined with Mahindra's expertise and superior product line will help us corner a significant share of the automobile industry in Peru,' said Mr. Gonzalo Zúñiga General Manager of Grupo Gildemeister Perú.

MANASA is the Peruvian arm of the Gildemeister Group, one of Latin America's most respected business houses with interests in sugar, construction, agriculture and industrial equipment. The Group imports and distributes its vehicles in Chile via its Chilean arm, Automotores Gildemeister and in Peru through MANASA. Automotores Gildemeister also represents Mahindra in Chile, in addition to Hyundai, while MANASA is also the distributor for several other global auto brands including Ford, Mazda and Volvo.

Since its launch, the Mahindra Scorpio has not only emerged as the leader in the UV (Utility Vehicle) segment in India but has also won widespread industry acclaim. It has also won several prestigious awards from the automotive media, including the CNBC Autocar Car of the Year Award, BBC Wheels Best SUV of the Year and Best Car of the Year awards and the BS Motoring Car of the Year Award.

The Mahindra Pik-Up combines the style and comfort of an SUV with the powerful performance of a pick up and is designed to make the toughest of tasks effortless. The vehicle is available in 4x2 and 4x4 options and is ideal for farm, commercial and recreational use.

Mahindra & Mahindra has been growing in stature as an international automotive major. Today, M&M has a global footprint with presence in major markets including South Asia, Middle East , Europe (where the Mahindra Scorpio is known as Mahindra Goa), Africa and South America, where it is present in Brazil, Chile and Uruguay. Over the past year, the Scorpio has been successfully launched in several markets, including Australia, Turkey

and Ghana. Earlier this month, Mahindra launched the Scorpio SUV in Egypt, marking the commencement of its first assembly operations outside India. As part of its growing global footprint, one of India's favourite SUVs is poised to take on the most challenging market, the USA, in 2009.

### **About The Mahindra Group**

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH

(Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

About Maquinaria Nacional S.A. (MANASA) - A Gildemeister Group

The Gildemeister Group started business in Latin America in the 19<sup>th</sup> Century, and opened offices in Lima (Peru) in 1834 and in Iquique (Chile) in 1854 . The Group is a relevant importer and distributor of vehicles . Manasa is Gildemeister Group Company in Peru and Chile. In Peru, Manasa distributes Ford, Mazda, Volvo, Land Rover, Brilliance-Jinbei and Mahindra vehicles. The Group's objective is to be the leader in the distribution of vehicles and machinery, with the best after-sales support. The strategy is through efficient management of orders and inventory, high quality service and operation of own branches throughout the country in order to ensure a high sales & service standard.

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