

Mahindra unveils “AdrenoX” as the intelligence behind XUV700

Auto

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- *AdrenoX is developed to transform the complete vehicle experience with premium features and technology in partnership with Amazon Alexa, Sony, Visteon and Bosch*
- *It will bring voice AI capabilities to the XUV700, with India’s first integration of Amazon Alexa in vehicles*
- *XUV700 is slated to debut in 2021*

Mumbai, August 2, 2021: Mahindra & Mahindra Ltd. today unveiled AdrenoX as the intelligence that will debut with the much-awaited SUV, the XUV700 (pronounced as XUV, 7 double ‘Oh’). The intelligent cockpit technology of AdrenoX provides a cutting-edge driving and ownership experience as it strings together many segment-leading immersive experiences.

The gateway to this impressive line-up of world-class experiences offered by AdrenoX is through integrated 10.25-inch dual screens with the widest display in the segment and SmartCore™ cockpit domain controller technology with the third-generation Qualcomm® Snapdragon™ Automotive Cockpit Platforms developed in collaboration with Visteon.

Additionally, under AdrenoX, Mahindra and Amazon have teamed up to deliver India’s first vehicle with Alexa built-in functionality. It connects to Alexa for hands-free access to entertainment, information and offline vehicle control. AdrenoX will also bring an Immersive Audio Experience to its customers adopting 3D Sound Technology by Sony, setting a new benchmark in-cabin acoustics in the segment. Further, AdrenoX will enhance the spirited performance of the vehicle, including intuitive drive modes in its diesel offerings, among other capabilities.

Speaking about AdrenoX, **Velusamy R, Chief of Global Product Development, Automotive Division, M&M Ltd.**, said, “The XUV700 is a powerhouse of technology that will deliver top of the line driving experience to our customers. We are thrilled to be working with global partners such as Visteon, Amazon Alexa, Sony and Bosch to create the most optimal automotive experience and

leapfrog the ownership experience to the next level with AdrenoX capabilities.”

Veejay Nakra, CEO, Automotive Division, M&M Ltd., said, “With AdrenoX, the XUV700 will prove to be a technological tour de force and will reset segment benchmarks when it hits the roads. AdrenoX will be a companion to the XUV700 to intuitively support our customers in having adrenaline packed driving experience. Our collaboration with expert partners comes from a single-minded focus to make our new XUV700 an SUV like no other.”

Passionately created by a team of engineers, designers and experts from around the globe over three years, AdrenoX brings to life an SUV that is engineered for excellence and made for an intelligent and hi-tech driving experience. The all-new authentic, global SUV from Mahindra is set to redefine benchmarks in the segment and give customers a rush with its sci-fi technology, spirited performance and first-in-class features. It is primed for a debut in 2021.

Social Media Addresses for Mahindra XUV700:

Brand website - <https://auto.mahindra.com/suv/xuv700>

Facebook – @mahindraxuv700

Twitter – @MahindraXUV700

Instagram – @mahindraxuv700

YouTube – Mahindra XUV700

Hashtags:

- #XUV700
- #HelloXUV700
- #MahindraXUV700

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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