

Mahindra Unveils the All New Scorpio

Auto

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- Scorpio's new avatar packs a whopping 43 new features
- Has new 5 Zone Suspension for unmatched passenger comfort and handling
- Price being held with 43 new features - Introductory Offer
- Powered by the highly-efficient CRDe engine
- Sports new styling, IP & Console, interiors and conveniences
- Available in 7-, 8- and 9-seater options
- All New Scorpio will be launched in New Delhi, Mumbai and Bangalore on March 17th followed by Kolkata & Chennai on March 21st, '06 and phased roll out thereafter in April '06

Camp Nashik: Mahindra & Mahindra, India's market leader in utility vehicles, today unveiled the All New Scorpio. The new avatar of Mahindra's flagship vehicle sports 43 new features including a brand new suspension to give the customer a more enriching experience.

The All New Scorpio, the most powerful set of wheels in its class, roars down the ramp reinforcing the vehicle's technology-driven growth as a world-class vehicle.

The New Scorpio's state-of-the-art external and internal features were chiselled on the template of changing customer needs, taking its Car-Plus

positioning to the next level in terms of comfort and convenience.

Speaking at the launch, Mr. Anand Mahindra, Vice Chairman & Managing Director, Mahindra & Mahindra Ltd., said, "The Scorpio has always been a symbol of the new global M&M. The All New Scorpio is evidence of our outrageous ambition! We have made a great product and a successful brand in consonance with our vision of providing the best to our customers. It is one more step in the continuous evolution of the Scorpio and Mahindra."

Dr. Pawan Goenka, President, Automotive Sector, M&M Ltd., said the all new the Scorpio will help M&M maintain its position as the market leader. "The Scorpio was the first vehicle in its class to be built indigenously; it was the first Indian brand to offer cutting edge CRDe technology. With the All New Scorpio now we are introducing a host of features in terms of passenger comfort, styling and convenience, some of which are the first in their respective categories. These pioneering efforts speak of our technology maturity and our consistent drive to deliver an enduring automotive experience. We are pleased to announce the further significant refinements in our highly successful model. We will continue to strive to offer customer-centric improvements in all our endeavours."

Mahindra & Mahindra is offering the new Scorpio at no extra price for a limited period. The decision to retain the pricing as an introductory offer in spite of the 43 exciting new features is in line with the company's customer-centric tradition.

The vehicle now rides on a five-zone rear suspension fine-tuned by Lotus Engineering. This feature coupled with tubeless tyres, which is also a standard across all models, is designed to give the customer unmatched ride comfort and handling.

The all-new Scorpio has more aggressive styling cues with the familiar macho front grille and large clear lens headlamps now complimented by a sporty new scoop on the bonnet and a specially designed front bumper with air dams. The all-new tail lamp runs all the way to the top. The rear spoiler with integrated brake light is a standard feature across all models. The Scorpio's side profile is now distinguished by newly designed footsteps, which are integrated with the body. Ski racks also add to the style statement.

The interior of the All New Scorpio boasts of a world of convenience and comfort, beginning with a new style IP and console, new trims and lots of utility spaces. It scores high on ergonomics with the sliding middle row facility. A first in its category, this option allows the passenger flexible legroom space. The revamped dashboard and central console gives a more contemporary and premium feel providing the front occupants added control of the environs inside. The instrument cluster has a more contemporary look with all controls designed with ease of access and operation. A special joystick control for the AC-vents is an added feature. There is a multitude of storage possibilities available -- mobile phone slots, bottle holders, can/cup alcoves, multi-utility bins, and a spacious glove box. A first in its category, the reclining and sliding middle row would give better sitting options.

The All New Scorpio harnesses new technology to promise music buffs a ride of their lives. It has room for a two-din music system. The high-end Scorpio comes equipped with a hi-tech CD/MP3 player complete with a USB port and SD card port to enable music played from even a pen drive or an SD card.

Other notable comforts include power windows, electric fuel lid opener, defogger and mobile phone charging slots for front and second seating rows. These features enhance the Scorpio's appeal, dynamic performance

and ride quality to give the customer an enriching brand experience.

About Mahindra Group

The US \$3 billion Mahindra Group is the market leader in multi-utility vehicles and tractors in India. With around 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution. The Group employs around 25,000 people and has eight state-of-the-art manufacturing facilities in India spread over 500,000 square meters. It also has a significant presence in key sectors of the Indian economy. These include trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). The Group is celebrating its 60th anniversary in 2005-06. It has dedicated 1% of its PAT for CSR.

Tags :

Scorpio