

## Mahindra to Unleash the 'Future of Mobility' at the Auto Expo 2018

*Auto*

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- Future Of Mobility based on three pillars – Clean, Connected & Convenient
- To showcase 6 new electric vehicles, including 2 futuristic concepts
- To exhibit a first of its kind electric mobility platform and a future electric architecture
- Set to display a global aspirational SUV as well as a Stinger concept of one of its popular SUVs
- An industry first Futuristic Dealership Concept to be unveiled
- #FutureofMobility & #3Cs

**February 2, 2018, Mumbai:** Mahindra & Mahindra Ltd., a part of the US \$ 19 billion Mahindra Group and the pioneers of electric vehicles in India, is all set to unleash the theme of '**Future of Mobility**' at the upcoming Auto Expo 2018, in Greater Noida. The **Future of Mobility** is a showcase of Mahindra's sustainable mobility solutions that are technologically advanced and aim to optimally address the evolving needs and preferences of today's consumers. The exhibits will be displayed at the Mahindra pavilion at hall number 11, stall number N-5.

In line with Mahindra being **Pioneers of Electric Vehicle Technology in India**, the company is set to showcase a slew of new futuristic products,

concepts and solutions, including the widest range of electric vehicles currently available from any OEM in India.

Mahindra's '**Future of Mobility**' is based on the three pillars of **Clean, Connected & Convenient (3Cs)**. The 3Cs envision a comprehensive automotive ecosystem that will drive a positive change in the lives of customers through new standards in futuristic and sustainable mobility solutions. The '**Future of Mobility**' will come alive through Mahindra's display of the widest range of clean electric vehicles across personal and commercial segments. These will include 6 all new EVs, of which 2 are inspiring futuristic concepts. In addition, there will also be a display of a first of its kind future electric architecture and an electric mobility platform that will drive connected experiences for consumers. Further, the showcase of the aspirational global SUV and a Stinger concept of one of the popular SUVs are nothing short of being 'objects of desire'

Speaking on the company's theme at the upcoming Auto Expo 2018, **Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.** said," The government of India has embarked on an ambitious mission to electrify all vehicles in the country by 2030. Mahindra being the pioneer of electric vehicles in India, wants to be at the forefront of this revolution and spearhead the endeavour through a range of clean and connected mobility solutions. Our upcoming display at the Auto Expo 2018 is inspired by this thinking. We will display the widest range of electric passenger and mass mobility solutions including inspiring concepts, electric mobility platforms and future electric architecture that will manifest our commitment towards sustainable mobility in India."

For a glimpse into the future, one can visit the Mahindra Pavilion as the exhibits will be displayed in Hall Number 11 at Stall N-5, Auto Expo 2018, India Expo Mart, Greater Noida. The press conference and the unveiling of

Mahindra's exhibits at the Auto Expo 2018 is scheduled on February 7, 2018 between 3:55pm to 4.45 pm.

**Please use the following hashtags for social media updates:**

#FutureofMobility

#3Cs

### **About Mahindra**

The Mahindra Group is a USD 19 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 has 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, defence, 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](http://www.mahindra.com) / Twitter and Facebook:  
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