

## **Mahindra Turbo-charges its Entire TUV300 Range with the mHAWK100 Engine**

*Auto*

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Upgrades powertrains across T4+ and T6+ variants of the TUV300

**73.5kW (100 BHP) mHAWK engine** now standard across the TUV300 range

**Mumbai, February 2nd, 2018:** Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today announced the introduction of the 73.5 kW (100 BHP) mHAWK engine in its T4+ and T6+ variants. To be available across Mahindra dealerships pan India with immediate effect, the TUV300 T4+ variant with mHAWK<sup>100</sup> engine will be priced at Rs. 8.02 lacs, whereas the TUV300 T6+ variant with mHAWK<sup>100</sup> engine will be priced at Rs. 8.59 lacs (ex-showroom Mumbai).

The new mHAWK<sup>100</sup> engine delivers a power of 73.5kW (100 BHP) and will now be available across all variants of the TUV300, namely the T4+, T6+, T8, T8 AMT, T10 and T10 AMT.

Speaking on the introduction of the mHAWK<sup>100</sup> engine on the entire TUV300 range, **Veejay Ram Nakra, Chief of Sales and Marketing, Automotive Sector, Mahindra & Mahindra Ltd.** said, "At Mahindra, it has always been our endeavour to incorporate consumer insights. Based on the feedback we received, we have decided to extend the 73.5kW (100 BHP)

mHAWK engine across the entire TUV300 range. We are confident that our customers who purchase the lower end models will also now enjoy a superior and thrilling drive."

In addition to the powerful engine, customers can choose from a wide array of attractive colours, namely the two stylish dual tone colour options of Red + Black / Silver + Black, as well as other combinations like Bold Black, Majestic Silver, Dynamo Red, Molten Orange and Pearl White. Customers now also have the option of personalising their TUV300 with the Endurance Kit and the Luxury Edition Kits.

### **About TUV300**

Launched in September 2015, the TUV300 was designed in-house and built on an all-new platform. It inherits Mahindra's legendary tough and rugged DNA, while its authentic 'true-blue' SUV stance establishes its extraordinary road presence. Having sold more than 60,000 units since launch, the TUV300 received the the "Value for Money Car of the Year, 2016" and "Compact SUV of the Year, 2016" awards from auto experts.

The TUV300 is the first Indian SUV to offer auto SHIFT Automated Manual Transmission Technology (AMT) for automatic gear shifts and a fatigue-free driving experience. With its winning combination of bold true-blue SUV design, elegant interiors with 5+2 seating and superior driving pleasure, the TUV300 is a compelling value proposition.

### **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.

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