

# M&M launches Mahindra PikUp Double Cabin in Chile

Auto

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**Mumbai** : Mahindra & Mahindra, a leading Indian automotive brand with a growing global presence, today announced the launch of the Mahindra Pik-Up (double cab) in Chile. Mahindra & Mahindra has appointed M/s Automotores Gildemeister distributor for Chile headed by Mr.Lessmann Ricardo,President & CEO. Automotores Gildemeister Group is a reputed conglomerate with diversified interests in automobiles (Automobiles Gildemeister - Distributor Hyundai and Manasa-distributor Ford vehicles, Carmeister-Used Vehicles, Finmeister- Financing and Insurance, RTC-After Market Parts) and Maquinarias Gildemeister-Capital Goods and Cofrima-Supermarkets.

The Mahindra PikUp Double Cabin is a part of Mahindra's global range of vehicles and has been launched successfully in various global markets. The Mahindra PikUp's external and internal features have been designed to satisfy global customers' demand for a stylish, rugged, comfortable pickup at a keen value.

Mahindras global range in addition to Mahindra Pik Up Double Cabin comprises Scorpio SUV and Mahindra Pik Up Single Cabin which would later be introduced in Chile.

## Vehicle specifications:

1. Mahindra Pik-Up Double Cab
2. CRDe 4 cylinder Turbo charged Inter cooled Engine, 2609 cc,Euro-III
3. 111 HP, 28.6 kgm Torque
4. 5 speed Manual transmission with AC,Power Steering, Central Locking and Audio System

'Mahindra vehicles are perfectly suited for the tough, rugged conditions of Chile, and have been designed to deliver on the expectations of the Chile customer. Automotores Gildemeisters understanding of the market and extensive network as also Mahindra's international quality offering will fulfill initial sales projection of 500 units in the first year,' said Sanjeev Saksena, General Manager, Mahindra & Mahindra.

## **Mahindra Pik Up**

- Designed to deliver great performance and power that makes tough work easy.
- Combines style and comfort of the SUV and the powerful performance of a pick up
- The combination of 111 HP at 3800 rpm and 28.6 Kgm of torque at 1800 rpm makes it ideal for farm, commercial and recreational use
- Available in 4x4 option.
- Provides maximum utility and comfort to the consumer through its class-leading 1.245 m<sup>3</sup> load tray dimension
- Sports expansive dimensions, with a length of 5098 mm, width of 1770 mm and height of 1942 mm
- Top quality ergonomic features include roomy interior, excellent rear leg room and interior height

Mahindra & Mahindra has been growing in stature as an international automotive major. It has assembly facilities in various parts of the globe and exports its global range of vehicles -- Scorpio (known as Goa in Europe), Bolero and its variants -- to Europe, the Far East and Africa. Over the past year, the All New Scorpio has been successfully launched in neighbouring & also other markets including Spain, Morocco, South Africa, Kenya and France. As part of its growing global spread, India's most loved SUV is poised to take on the most challenging market, the USA, in 2008.

## **About The Mahindra Group**

The US \$4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top four tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including 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). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly

plants in the United States. 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. The Group recently made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. 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.

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