

## **Robin Uthappa receives the first Bolero ?Special Edition? SUV**

*Auto*

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**New Delhi:** Mahindra & Mahindra Ltd., today presented Robin Uthappa, one of India's most promising batsmen, with a Special Edition of the Bolero, India's most popular SUV. With exciting new features and a customized look, the Special Edition is all set to cut a striking figure on Indian roads. Only 1,000 units of this limited edition SUV will be available in the country, starting from January 2008 at prices starting Rs. 5.98 lakhs (ex showroom New Delhi).

'2007 has been a spectacular year for India in terms of sporting achievements. Robin Uthappa epitomizes this sporting success and the true spirit of Bolero, i.e. to 'Take on Anything'. Robin is a role model for the younger generation and one of Indian cricket's leading stars today. The new Bolero Special Edition, with its sporty looks and plush interiors is an apt choice for this dashing cricketer. The Special Edition is based on extensive customer feedback and is meant for the young, urban customer who likes to stand apart from the crowd, with his taste for elegance and style.' said Mr. Vivek Nayer, Vice President – Marketing, Auto Sector, M&M.

A member of the triumphant Indian team which recently won the Twenty20 World Championship in South Africa, Robin Uthappa first caught the public's eye as a member of the Under-19 squad which claimed the Asia Cup. In

2005, he attracted greater attention when, opening for India A in that year's edition of the Challenger's Trophy in Mumbai, he notched up a fantastic 66, against an attack led by Zaheer Khan.

'I am extremely delighted to own the very first Bolero Special Edition and thank Mahindra & Mahindra for this special gesture. With its rugged looks and power-packed performance, the Bolero Special Edition should be a great drive and I'm looking forward to driving the vehicle both in the city as well as on long road trips,' said Robin Uthappa while receiving the keys to the vehicle from Vivek Nayer.

The Special Edition's sleek and sophisticated appearance is enhanced with its dual tone exterior of Java Brown and Mist Silver, which is exclusive to the Special Edition. This combination is echoed in the new look spare wheel cover on the rear of the vehicle, along with Special Edition branding. The subtle body graphics on the sides and bonnet add to the designer effect, while the front fog lamps and aluminium mesh inside the front grille and bumper give the SUV a rugged appeal.

The smart exterior of the vehicle is further complemented by its plush interiors. The rich, European leather upholstery in beige with premium black lining and Special Edition branding adds a touch of class, while the CD-MP3 player with four speakers and a USB port keeps you entertained through your journey. The new centre-faceplate also sports a glossy wood finish.

The Bolero is India's most popular SUV and has become the clear favourite across the country, a validation of the superior value it offers, its ability to traverse all kinds of terrain and cater to a diverse range of customers.

### **About The Mahindra Group**

The US \$6 billion\* Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top three

tractor manufacturers in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components (Mahindra Forging, Mahindra Steel Products, Mahindra Composites), information technology (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City).

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer- centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. 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. 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. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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