

Mahindra launches the 2024 XUV700: Elevating sophistication and innovation

Auto

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- **Luxury that commands attention:** Elevating the 2024 XUV700 experience, the AX7L variant now offers ventilated front seats with first-in-segment memory ORVMs linked to the custom seat profiles and the option of captain seats in both AX7 and AX7L variants.
- **Sophistication draped in Napoli Black:** The 2024 XUV700 now comes in an all-new Napoli Black colour across variants. Also offering an exclusive black theme on the AX7 and AX7L variants featuring a commanding black grille and striking black alloys.
- **Elegant and unmissable:** The 2024 XUV700 introduces stylish dark chrome finishes on the air vents and central console and an optional dual-tone exterior for the AX7 and AX7L variants.
- **Advanced Adrenox suite with FOTA capability:** The 2024 XUV700 elevates the driving and ownership experience with 83 connected car features, including 13 new additions such as Ecosense leaderboard, M lens, and toll diary, all enhanced by the convenience of Firmware Over-the-Air (FOTA) updates.
- **ASK Mahindra concierge service:** Mahindra has also launched a new concierge service ASK Mahindra for vehicle technology-related queries and assistance to get instant support through vehicle e-call on the infotainment. The services can be availed on weekdays 8 AM-8 PM.

Mumbai, January 15, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of the 2024 XUV700. The 2024 XUV700 reflects the brand's continuous commitment to elevating customer experience. The update is set to resonate deeply with customers, offering enhanced features that add significant value to the already successful XUV700 brand.

Since its launch in August 2021, the XUV700 has surpassed 1.4 Lakh units in sales, making it the fastest product in Mahindra's portfolio to achieve this milestone. Renowned for its unmissable presence, tough yet sophisticated experience, spirited performance, world-class safety, and sci-fi technology, the XUV700 has resonated with consumers, solidifying its position as the premier SUV suitable for an urban driving experience and extensive highway journeys.

Unmissable presence: Enhanced exterior and interior

The 2024 XUV700 introduces the elegant Napoli Black colour option, enriching its diverse color palette. This sophisticated shade accentuates the exterior with black roof rails, a commanding black grille, and striking black alloys. Additionally, for those seeking a personalized touch, an optional dual-tone color with a Napoli Black roof is available, allowing customers to select a combination that reflects their style. Inside, the AX7 & AX7L variants boast enhancements such as dark chrome air vents and console bezel, adding to the cabin's luxurious feel.

The 2024 XUV700 will now offer captain seats in AX7 and AX7L, seamlessly marrying luxury with comfort, accompanied by front-ventilated seats in the AX7L variant, taking the driving experience and premium-ness

to the next level. Exclusively in the AX7L, the integration of an Outside Rear-View Mirror (ORVM) with a memory function adds a layer of personalised convenience, meeting the expectations of discerning modern customers.

Sci-Fi technology: New innovative features

The Adrenox suite now boasts 13 additional features, bringing the total to 83 connected car features. This includes Firmware Over-the-Air (FOTA) capabilities, enabling seamless software updates similar to smartphone technology, utilising the inbuilt e-sim. The Prognosis feature provides timely updates on upcoming service needs, mitigating the risks of failure and enhancing vehicle maintenance and reliability. Additionally, the M lens feature allows drivers to scan buttons and tell-tale lights on the SUV, offering instant information about their functions.

The advanced features of the 2024 XUV700 are meticulously categorised into several key areas: Prognosis Alerts, Vehicle Status, Location-Based Services, Safety, Remote Functions, Third-Party Apps, and Novelty Connected Features. Access to these functionalities requires an active Adrenox subscription, transforming them into a highly desirable suite of features that significantly elevate the XUV700's appeal. This comprehensive suite of features, available across the AX3, AX5, AX7, and AX7L variants, not only meets but surpasses existing benchmarks in the SUV segment, perfectly aligning with the evolving preferences and requirements of modern customers.

Mahindra has also launched a new concierge service 'ASK Mahindra' for vehicle **technology-related** queries and assistance to get instant support through vehicle e-call on the infotainment.

Enhanced customer experience - chauffeur training programme

To be available in metro towns, this programme will be conducted once every two months, providing chauffeurs with training by Mahindra experts. The training will cover vehicle functionalities, ADAS systems, handling emergencies, and understanding faults and error signs, ensuring a seamless and comfortable experience for the owner. The pilot phase will start from Delhi and Ahmedabad, with extension plans for other metro cities.

The updated ex-showroom prices for the 2024 XUV700 are:

Variant	Ex-showroom starting price*
MX	INR 13.99/- Lakh
AX3	INR 16.39/- Lakh
AX5	INR 17.69/- Lakh
AX7	INR 21.29/- Lakh
AX7L	INR 23.99/- Lakh

The 2024 XUV700 will be available for bookings from January 15, 2024 with demo vehicles reaching dealerships starting from January 25, 2024 across India.

To ensure enhanced customer experience, Mahindra has enhanced its production capacity and customers can expect faster deliveries of their XUV700.

***For more details on the booking process and prices, please visit the Mahindra XUV700 Website.**

Social Media Addresses for Mahindra XUV700

- Brand website: <https://auto.mahindra.com/suv/xuv700>
- Instagram: @mahindraxuv700
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- YouTube: Mahindra XUV700
- Hashtags: #XUV700 #MahindraXUV700

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Annexure

Seater configuration of 2024 XUV700:

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