

Mahindra XUV700 achieves 200000 unit milestone in record time

Auto

Author : mahindraadmin Category : Auto Published : 6/28/2024

- **To celebrate this milestone Mahindra has introduced two new colour option in XUV700: Deep Forest and exclusive to XUV700 Burnt Sienna.**
- **Reached the milestone of 100 000 units rolled out in 21 months and achieved 200 000 units in 33 months.**
- **Setting new standards since launch, the XUV700 debuted with segment-first features such as Level 2 ADAS, Alexa built-in functionality, and Dual 26.03 cm HD Superscreen.**

Mumbai, June 27, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, celebrates a major milestone with the production of the 200000 Mahindra XUV700 SUV, achieved in just 33 months. To mark this milestone, Mahindra has introduced two new colours: Deep Forest and exclusive to XUV700 Burnt Sienna, expanding the range to nine.

The Mahindra XUV700 has deeply resonated with Indian customers for its unmissable presence, tough yet sophisticated experience, spirited performance, world-class safety, and advanced technology. Setting a new standard, it introduced segment-first features like Alexa Built-In Functionality, Level 2 ADAS, and Dual 26.03 cm HD Superscreen, among many more. It solidifies its position as the premier SUV for the urban driving experience and memorable highway journeys, backed by 40 prestigious awards, including the "2022 Indian Car of the Year."

Safety is integral to the XUV700 experience, with the SUV holding India's Safest Vehicle "Safer Choice Award" for 2022 and a 5-star Global NCAP rating. It achieved the highest combined occupant safety rating in Global NCAP's #SaferCarsForIndia campaign, earning five stars for adult occupant protection and four stars for child occupant protection.

Reflecting Mahindra's commitment to continuously enhancing the customer experience, the 2024 XUV700 was launched in January with new features like ventilated front seats, memory ORVMs, and the Napoli Black colour. Additionally, the introduction of the AX5 Select, MX 7-seater, and Blaze edition diversified the line-up, enhancing accessibility and appeal for customers. Mahindra has also expanded its production capacity, ensuring faster deliveries.

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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