

Reveal OF

THE ALL-NEW
THAR

&



15th August 2020



CONTENTS

1. Press Release: The All-New Thar
2. Images
3. Videos on the Making of the Thar
4. Media Coverage Snapshot
5. Key Tweets from Journalists / Influencers
6. YouTube Product Reviews

PRESS RELEASE

Mahindra Unveils the All-New Thar: The 4x4 Icon is Now a Contemporary, World-Class SUV

Set to blaze new trails with Quantum Leaps in Performance, Comfort, Technology & Safety

Stays true to its Legendary Off-Roading Capability and Iconic Design



ICONIC DESIGN
Timeless 2-door Silhouette, Iconic fascia with Distinctive Grille, Asymmetrical Wheel arches, LED DRLs, LED Tail lamps

BREATH-TAKING PERFORMANCE
All-New Petrol & Diesel Engine Options mated to 6-Speed Automatic & Manual Transmission Options with 4x4 standard

LEGENDARY CAPABILITY
Proven 3rd Generation Chassis, All-New Front & Rear Suspension, MLD & BLD, R18 All-Terrain Tyres

EVERYDAY COMFORT
All-New Interiors with Front-Facing Adjustable Rear Seats, Roof-Mounted Speakers, Height & Lumbar Adjustable Driver Seat

LOADED WITH TECHNOLOGY
Touchscreen Infotainment System with Adventure Statistics, Multicoloured TFT Display, Tyretronics, Tyre Direction Monitoring System, Cruise Control

EXCELLENT SAFETY
Crash Safety & Pedestrian Safety Compliant Body Shell, ESP, ABS & Dual Airbags, Roll-Cage, ISOFIX Rear Seats

Mumbai, August 15, 2020: Mahindra & Mahindra Ltd., a part of the \$19.4 billion Mahindra Group, today unveiled the All-New Thar, the most eagerly awaited and legendary SUV, on the occasion of India's 74th Independence Day. In its all-new avatar, the Thar is a quantum leap in terms of **performance, everyday comfort & convenience, technology and safety**, as it stays true to its core promise of **unmatched off-roading capability** and builds on its **iconic design**.

Unveiling the All-New Thar, **Dr. Pawan Goenka, MD & CEO, M&M Ltd** said, "Today, with the unveil of the All-New Thar, we rewrite history once again. The All-New Thar is firmly rooted in our rich automotive heritage and upholds the Mahindra DNA in its purest form. We are proud of our authentic SUV legacy that has been guarding the freedom of this nation by serving the armed forces since the 1950s, while simultaneously becoming the spirit of adventure and a lifestyle icon. The All-New Thar is a dynamic expression of fun, freedom and independence, and is geared up for its next adventure".

The All-New Thar will not only attract die-hard Thar enthusiasts, but also appeal to all those people who have always dreamt of owning an iconic vehicle, with all the bells and whistles of a contemporary SUV.

The All-New Thar has the following exciting features:

- All-new BS-6 compliant Engine options: The 2.0 litre mStallion TGD_i Petrol engine and the 2.2 litre mHawk Diesel engine
- New Gearbox options: 6-speed torque converter automatic transmission & 6-speed manual transmission mated to an authentic manual shift-on-the-fly 4x4 transfer case
- All-new Roof options: A Hard Top, a first-in-class Convertible Top and an optional Soft Top
- All-new Seating options: 4 front-facing seats & 2+4 side-facing seats
- All-new Technology Features: Drizzle resistant 17.8 cm touchscreen infotainment system, cruise control, adventure statistics display and a whole lot more
- All-new Comfort and Convenience Features: Sporty front seats, roof-mounted speakers and lots more
- New Safety Features: ABS + EBD, Dual airbags, ESP with rollover mitigation, Hill-hold and hill descent control and a whole lot more

According to **Rajesh Jejurikar, Executive Director, Auto & Farm Sectors, M&M Ltd.**, “The All-New Thar will enhance the appeal of a brand that is already a cult, to a wider set of consumers. It will target people who seek extraordinary journeys and wish to Explore the Impossible. The All-new Thar will be launched on 2nd October, 2020 which is also our Founders Day”

Veejay Nakra, CEO, Automotive Division, M&M Ltd. said, “The Thar has represented the spirit of freedom, thrill and fun-to-drive character that few other vehicles can match. With the All-New Thar, we aim to protect this legacy with superior performance both on and off the tarmac, advanced technology features, excellent safety and everyday ride comfort, all adding to the unadulterated driving pleasure of a true-blue modern SUV.”

Ever since India became a free nation, ‘The Mahindra Classics’ have enabled Indians to explore new worlds and conquer even the most challenging terrains. For over seven decades now, The Mahindra Classics have shared a close bond with India’s story and the unveil of the All-New Thar on the momentous occasion of our country’s Independence Day is a significant milestone in taking this journey ahead.

As Ralph Waldo Emerson, the renowned poet said, “Do not go where the path may lead; Go instead where there is no path and leave a trail.” The All-New Thar allows you to do just that.

Designed and engineered in India and manufactured out of Mahindra’s Nashik Plant, the All-New Thar will be available in 6 exciting colours, Red Rage, Mystic Copper, Napoli Black, Aquamarine, Galaxy Grey and Rocky Beige.

Website/Social Media Handles/Hashtags:

Website - www.auto.mahindra.com/suv/thar

Facebook: www.facebook.com/mahindrathar

Twitter: www.twitter.com/mahindra_thar

Instagram: www.instagram.com/mahindrathar

Youtube: www.youtube.com/tharmahindra

Hashtags:

#TheAllNewThar

#MahindraThar

#ExploreTheImpossible

#BornAgain

About the All-New Thar

Evolution of an Iconic Design

The All-New Thar stays true to the iconic 2-door silhouette but adds purposeful and contemporary touches and design elements to it. With a wider, better-balanced stance and a choice of hard top and convertible roof top options, the All-New Thar imposes its presence wherever it goes.

This design approach flows into the interiors as well. While retaining the commanding driving position that is an integral part of the Thar's DNA, the All-New Thar has a completely redesigned interior that mirrors the robust, retro-styled cues of the Thar's exteriors.

- Iconic Design
- LED Daytime Running Lamps
- Dual Tone Bumpers
- LED Tail Lamps
- 45.72 cm (R18) Deep Silver Alloy Wheels
- Choice of Three Roof Options: a Hard Top, **First-in-Class** Manual Convertible Top & a Fixed Soft Top
- Front Fog Lamps
- All-New Purposeful Interiors with an All-Black theme with Silver Accents
- Faux carbon-fibre detailing around the AC vents & centre bezel

Breathtaking Performance

The All-New Thar is powered by two all-new engines which set new standards in terms of performance, refinement and reliability. A first for Thar and Mahindra, the All-New Thar is powered by the 2.0L mStallion TGD_i petrol engine, and by the 2.2L mHawk Diesel engine. These engines are offered with a choice of 6-speed manual transmission or 6-speed torque converter automatic transmission, with an authentic 4x4 manual shift transfer case with a low ratio.

- All-New mStallion TGD_i Petrol Engine producing 150 bhp of power & 320 Nm of torque
- All-New mHawk CRDe Diesel Engine producing 130 bhp of power & 320 Nm of torque
- 6-Speed Manual Transmission & 6-Speed Automatic Transmission options
- Shift-on-the-Fly 4x4 Manual Shift Transfer Case with Low Crawl Ratio

Legendary Off-Road Capability and Refined On-Road Driving Experience

Rough trips demand tough vehicles. That's why the All-New Thar has been built on a rugged 3rd Generation chassis and tested extensively in some of the harshest terrain in India and across the world. It has an all-new suspension setup that delivers the impossible: better off-roading capability, as well as superior on-road handling and drive quality. The All-New Thar is also equipped with advanced off-road hardware that seriously improves its capability to go wherever and do whatever the driver demands of it.

- Authentic Body-on-Frame Construction- A True SUV
- Independent Front Suspension & Multi-Link Rear Suspension set-up
- Shift-on-the-Fly 4x4 Manual Shift Transfer Case with Low Ratio
- Mechanical Locking Differential on the Rear Axle

- **First-in-Class** Brake Locking Differential
- Class-leading approach (41.8 deg), departure (36.8 deg) & ramp over (27 deg) angles
- Ground clearance of 226mm in unladen condition
- Water wading depth of 650mm
- All-Terrain Tyres 255/65 R18, with White Lettering: **The Largest Tyre in its Class**
- **First-in-Class** Electromechanical Driveline Disconnect

Everyday Comfort & Convenience Features

The All-New Thar has been designed to provide amazing comfort & convenience in all driving conditions, be they off-road, on the highway or in the city. Special focus has been given to making the interior design as ergonomic as possible for all passengers, not just the driver.

- Sporty Front Seats
- Front-Facing Rear Seats with 50:50 split
- Roof mounted speakers
- Height Adjustable Driver Seat with Adjustable Lumbar Support
- One-Touch Tip & Slide Mechanism on the Co-Driver Seat
- Tilt Adjustable Steering Wheel
- Power Windows
- Electrically Adjustable ORVMs
- Central Locking with Remote Flip Key

Loaded with Technology

Keeping in mind the sporty and adventurous lifestyle of its owners, the All-New Thar is loaded with technology that keeps drivers connected with the Thar, their surroundings and friends no matter where they are, through multiple first-in-class features.

- 18 cm Touchscreen Infotainment System with Android Auto, Apple CarPlay, USB, Navigation
- **First-in-Class** Adventure Statistics Display on the Infotainment System
- **First-in-Class** Adventure Connect: Mahindra Adventure Calendar Display
- **First-in-Class** Smart Watch & Phone Connectivity with Blue Sense App
- TFT Multi Information Display in the Instrument Cluster
- Electronic HVAC Controls
- Drizzle resistant (IP54 Standard) dashboard switches
- **First-in-Class** Tyretronics: Tyre Pressure Monitoring System
- **First-in-Class** Tyre Direction Monitoring System
- Cruise Control
- Steering Mounted Audio & Phone Controls

Excellent Safety Standards

While exploring the impossible, it's best to stay as safe as possible. That's why the All-New Thar is equipped with an excellent range of active & passive safety features to keep all passengers secure and out of harm's way.

- Crash-safety compliant bodyshell
- **First-in-Class** ESP with Rollover Mitigation
- **First-in-Class** Built-in Roll-cage with 3-Point Seat belts for all passengers
- Dual Airbags & ABS
- **First-in-Class** Hill Hold & Hill Descent Control

- **First-in-Class** ISOFIX Child Seat Mounts
- Intellipark: Rear Parking Sensors

About Mahindra

The Mahindra Group is a USD 19.4 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 enjoys 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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VIDEOS OF THE ALL-NEW THAR

The Making of an Icon | The All-New Thar | Development Story

<https://www.youtube.com/watch?v=F2oXzW6VEFE>

Reveal Film| The All-New Thar |

<https://we.tl/t-zfjw4vCzP>

<https://youtu.be/fjyKx18S5SU>

Interior Film| The All-New Thar |

Interior Film - <https://youtu.be/SNjNr4JGtwY>

Reveal Film - <https://youtu.be/fjyKx18S5SU>

IMAGES



SNAPSHOT OF KEY MEDIA COVERAGE

No.	Publication/Portal	Headline	Date
1	PTI	<u>Mahindra unveils all new Thar, launch on October 2</u>	August 15, 2020
2	Autocar India	<u>New Mahindra Thar revealed</u>	August 15, 2020
3	Autocar India	<u>2020 Mahindra Thar review, test drive</u>	August 16, 2020
4	Overdrive	<u>Live updates: 2020 Mahindra Thar India unveil, details, specifications, features, engines, launch date and expected price</u>	August 15, 2020
5	Evoindia.com	<u>New Mahindra Thar First Drive Review: No longer a compromise</u>	August 15, 2020
6	Rushlane.com	<u>Making of Mahindra Thar 2020 – New benchmark of Accessible Offroading.</u>	August 16, 2020
7	Auto.hindustantimes.com	<u>'Atmanirbhar' Thar to launch on October 2: Top 5 highlights of Mahindra machine</u>	August 15, 2020
8	Times of India	<u>Mahindra Thar a true embodiment of Atmanirbhar Bharat: Pawan Goenka</u>	August 15, 2020

Headline : 2020 Mahindra Thar review, test drive**Domain : Autocar India**

Date : August 16, 2020

Journalist: Hormazd Sorabjee

<https://www.autocarindia.com/car-reviews/2020-mahindra-thar-review-test-drive-418335>

The Mahindra Thar is an SUV that evokes emotions like few other cars can, embodying the spirit of the original Jeep and the 75-year-old legacy of India's original SUV maker. This iconic SUV with its legendary 4x4 capability also embodies the freedom of (and off) the road, so it was rather appropriate that the reborn Thar was shown to the world for the first time on Independence Day.

Evolution or Revolution?

We've been seeing spy photos of the new Thar for some time now and in the run up to the unveil, some thinly camouflaged images surfaced, so we had a fair idea of what to expect. But when it finally broke cover, the immediate thing (or things) that sprang to mind were that it's a neat and modern interpretation of the previous Thar and noticeably bigger too. It also has a distinct resemblance to the Jeep Wrangler with which it shares a common heritage. So is the Thar good enough to be the Indian answer to the Wrangler?

For starters, it's a quantum leap ahead of the old Thar. Everything is completely new – the design, chassis, engines, gearboxes, cabin and dashboard have all been developed ground-up, with almost no parts carried over from before. In fact, Mahindra has chosen the Thar to debut the company's latest engines, a 152hp, 2.0-litre, direct-injection turbo-petrol and 132hp, 2.2-litre diesel. Both these state-of-the-art, all-aluminium engines are brand new and will power future Mahindras, like the next-gen XUV500 and Scorpio, albeit in different states of tune.

What Thar owners will love is the way the new model looks. The proportions are wider and squatter, the edges have been softened but it retains the classic look of the original. The massive 255/65 R18 tyres, which boast of a 790mm diameter, play their part in giving the new Thar its 226mm ground clearance and its street, or rather off-road credibility.

The new Thar ditches the older model's tubular ladder chassis and gets the company's 'hydroformed' (hence stiffer and lighter) 'Gen-3' body-on-frame chassis that also underpins the Scorpio. As a result, the suspension configuration is the same as the Scorpio too – a coil-

sprung, independent double-wishbone front, and a coil-sprung, multi-link live axle at the rear, replacing the old Thar's setup that consisted of a torsion bar or leaf-sprung front (depending on the engine) combined with a leaf-sprung rear.

The turning circle is not as tight as the previous Thar's and wheel articulation too not as generous. However, mechanical rear diff locks and huge suspension travel promise to make the new Thar every bit as capable.

Locked and Loaded

The ancient almost 'post-war' feel of the earlier Thar cabin is now history. In its place is a space that is hardy, comfortable and modern. In fact, Mahindra says you can hose down the cabin. While that may be something of an exaggeration, the cabin still comes with removable drain plugs, and it even has a touchscreen that it calls 'drizzle resistant'. However, the washable hard plastic floor covers become particularly slippery when wet, which is the last thing you want when you're operating the pedals.

Also well executed is the design of the dash. The quality of materials and the general fit and finish are light years ahead of the previous Thar. The cabin is not luxurious or plush, but is well-finished with hard-wearing materials and solid switchgear. There's a row of nicely executed buttons below the chunky centre console that has a nice rubberised feel, and in front of the gear lever is a nice, large, rubber-lined storage area where you can put your phone and other odds and ends. The power window switches sit between the seats and there's a reason for that; the doors come off.

The Thar comes with twin airbags, and integrated into the dash ahead of the front passenger is a nice chunky grab handle; for when the Thar is canted over while driving off road. There's also a nicely executed metallic plaque placed below that, and you also get a small, lockable glovebox, which secures small items and papers when the hood is down. Steering-mounted buttons that operate the infotainment system and cruise control are from Mahindra's vast parts bin, but the instrument panel is quite new and frankly looks quite ordinary compared to the hooded dials of the previous Thar.

The doorpad on the driver's side is a bit too close to your shoulder, the footwell feels a bit narrow and the steering only adjusts for height. But apart from that, the Thar is ergonomically quite well executed. Even the seats are large and come with good side bolstering. However, the cushioning felt inconsistent and not as even or comfortable as we would have liked.

Accessing the rear seats, though, isn't easy. Space is so tight with the front seats folded down that you'll have to hold your breath, pull in your stomach and everything else, to squeeze through. In fact, many will find climbing into the rear from between the front seats much easier. The forward-facing seats, another first for the Thar, aren't hugely comfortable either, and are only for two. Legroom is decent, but the low seat height compromises comfort. However, compared to the previous Thar, passengers who have suffered riding military style in the unpleasant side-facing seats of the previous Thar will find the new forward-facing bench a reason to rejoice.

The new Thar is available with a hardtop that makes it feel like a regular car, or a removable soft-top. There's a cheaper, permanent soft-top too; but we'll concentrate on the two we drove. The soft-top gets noisy past 60kph, and past 100kph, the loud flapping of the canvas top feels

like cyclone Nisarga wants to come in; so keep that in mind if you are planning some long highway drives. A torrential downpour gave the soft top a good soaking, and apart from a few drops, we stayed dry and comfortable.

Once you remove the plastic windows and canvas surround from the side, you can even unhitch the roof from the top of the windscreen, via two levers, and push it all the way back. Held by two bent arms, it folds away in a bit of an untidy pile behind the nicely padded roll-over bar – another all-new addition. The soft-top mechanism is a bit fiddly and needs a bit of practice to operate smoothly, but it's well engineered and takes a just a few minutes for a single person to open and close. The new Thar also has a permanent roll over bar at the B pillar, and this is where the rear speakers are placed, safe from the rain and close to your ears. You also get – pinch yourself – kit like Hill Hold, Hill-Descent control, a tyre pressure monitoring system; the Thar really has grown up!

Even features like a 7.0-inch touchscreen infotainment system with Apple CarPlay and Android Auto, a rear-view camera and power folding outside mirrors are now on offer.

The new Thar will be sold in two versions – AX and LX. The Thar AX is geared towards the hardcore off-roader and will come with the fixed soft top, side-facing rear seats, 16-inch white steel wheels, a mechanical locking differential, power windows, power steering, a manual air-con, central locking and rear parking sensors. The AX will get both engine options, but will only be available with a manual gearbox.

The LX we are driving, on the other hand, will target the lifestyle buyer and have on offer more creature comforts like an 8-way adjustable driver's seat, the 7.0-inch touchscreen infotainment system, auto climate control and LED DRLs. You'll also find dual-tone bumpers, fog lamps, ESP, the tyre pressure monitoring system and 18-inch alloy wheels shod with 255/65 R18 all-terrain tyres on this version. The LX gets a choice of petrol-auto, diesel-manual and diesel-automatic powertrains, and of a convertible soft-top or hard top. The 4-seat layout with a front-facing bench is standard on this version.

Power trained

The biggest surprise is the 2.0-litre 'mStallion' turbo-petrol engine, seen for the first time under the Thar's hood. It's the Thar's first petrol engine and what an engine it is! The specs only tell you part of the story, and it's when you press down on the accelerator pedal that you know how good the engine is. What takes you aback is the throttle response. It's immediate and lunges the heavy Thar forward like a hot hatch.

On part throttle, the petrol Thar feels remarkably sprightly, like it has a surplus of power. It's only when you floor it that you feel a slight hesitation before the turbo kicks in. The mid-range is strong too and there's no let-up till the modest 5,500rpm rev limit. This long-stroke engine doesn't relish being revved and hasn't been tuned for top-end performance, but then you wouldn't expect that from a mud-plugging 4x4.

What the petrol Thar has also highlighted is Mahindra's engine calibration philosophy, which prioritises performance over squeezing every drop of fuel for efficiency. As a result, Mahindra engines never feel 'throttled' or flat in the way they deliver power, which makes them such a delight.

The 6-speed Aisin automatic, the same unit as in the XUV500 (albeit placed in a longitudinal configuration) works in perfect tandem with the engine. There's a bit of hesitation under full throttle, but once you've got your foot in there, it upshifts smoothly. It's not a particularly quick-reacting gearbox and there's a slight delay when you stomp your right foot for a quick kickdown, but driven in a leisurely fashion, the gearbox makes the most of the engine's superb low-down grunt.

The diesel engine too is all-new and kicks of the next generation of diesels from Mahindra, which get a lightweight all-aluminium block. This 2.2 mHawk engine will also power Mahindra and Ford's future range of medium-to-large SUVs, with different power and torque outputs. In Thar spec, the mHawk delivers 132hp and 300Nm of torque, which on paper may seem unexceptional, but again it's the way this diesel drives that tells a different story.

What stands out about this engine is the wide torque spread. It pulls cleanly from around 1,000rpm in a fairly smooth and linear way. There's no sudden spike of power, but just a consistent and even shove all the way to the pretty high 4,700rpm rev limit. The engine is rather refined too and at low revs, you can only just tell there's a diesel under the big hood. It's when you stretch the motor beyond 3,000rpm that the diesel's distinctive drone makes itself heard.

The 6-speed manual gearbox has a light shift, but the long throw doesn't encourage shifting in a hurry. But you don't need to. The ample torque lets you shift gears lazily, be it in town or on the highway. True to its DNA, both the petrol and diesel versions of the Thar have full-time 4x4 with a low-ratio transfer gearbox for serious mud plugging. We didn't have a chance to test the new Thar's off-road capabilities, which we hope to do when we properly test the car.

Thar on tar

What we did get a chance to sample on our drive from Mahindra's Kandivali plant to South Mumbai and back, was how good the Thar is in on city streets. True, tarmac is not the Thar's natural habitat, but in this new avatar, aimed at urban customers, it's of vital importance.

The high unsprung mass and beefed-up suspension have made the low-speed ride quite lumpy and though it crushes potholes without even flinching, you do get tossed around a bit, especially over expansion joints and sharp edges. The ride is not flat or settled like a soft-roader, but it's not uncomfortable either for everyday use.

On the Eastern Freeway, the closest we came to a highway, the Thar felt pretty stable and reassuring at high speeds. There is a slight tendency to wander and the steering felt a little soggy, but that could be down to the all-terrain tyres, which blunt dynamics on tarmac. What we did find a big issue with was the brakes – they grab suddenly and you need a lot of pedal travel for them to bite.

Should you buy one?

The Thar has matured from a pure, no-frills off-roader to a more complete package designed to double up as an everyday car, without diluting its core appeal. The addition of a petrol automatic will make it attractive to a wider set of customers looking at the new Thar not so much for straying off tarmac, but for making a statement. Prices will be announced at the launch on October 2, but expect it to be substantially more than the outgoing Thar and a notch

below the Scorpio, in the Rs 12-15 lakh bracket. The Thar is more of a lifestyle vehicle now and one that has no competition, because frankly, there isn't anything quite like it.

**Headline : New Mahindra Thar First Drive
Review: No longer a compromise****Domain : EVO India**

Date : August 15, 2020

Journalist: Sirish Chandran

<https://www.evoindia.com/cars/car-reviews/mahindra-thar-first-drive>

The wraps are off the all-new Mahindra Thar! It has been an endless wait punctuated by a million spy pictures, but the new Thar is finally here and it looks bloody fantastic! Of course the flood of spy images ensured we had a fair idea of what the Thar would look like and it does not disappoint in the least. It looks like a Thar, which means it traces its visual DNA all the way back to the WW2 Willys Jeep, which also means it is a dead ringer for the Jeep Wrangler. Mahindra's design team haven't done anything radical, haven't messed with the tried-and-tested formula. The focus has been on updating and modernising the classic lines and proportions and the end result is bang on the money. But first we must address the elephant in the room.

Mahindra Thar's visual lineage

Social media will be awash with howls of protest, saying Mahindra have copied the Wrangler. And while the visual similarities are blindingly obvious, I want to highlight the fact that Mahindra also traces its lineage back to the WW2 Jeep. This visual identity is very much part of Mahindra's DNA, and I see nothing wrong in Mahindra milking their back story. The striking similarity to the Wrangler is also the reason why the grille is blacked-out and visually understated — to avoid any legal wrangling with Jeep's trademark 7-slot grille. Not to worry though, a million after market parts will soon be available to spruce up the styling (and make it even closer to the icon, if you wish).

All new in every single way

The old Thar was a skunkworks project, cobbled together by a bunch of enthusiasts at Mahindra using whatever parts they could get their hands on. It was rife with rough edges; always felt unfinished.

This new Mahindra Thar is brand new from the ground up. Let's start with the chassis. It is Mahindra's third-generation ladder frame chassis and now finally runs on coil springs, consigning the leaf springs to history. It meets new crash safety standards and has twin front airbags, ESP and even hill descent control. It is still a 3-door and though a 5-door is on the

drawing board it isn't coming anytime soon. The proportions are superb, a proper four-square stance that sits well on its wheels and the fit-finish is indescribably better than the outgoing Thar. The doors shut with a quality thud, not a tinny clap. The panel gaps are tight and consistent. The paint finish is excellent. And it now has a factory-fitted hard top where the roof panel comes off to make it a convertible when the mood strikes you.

We are driving the soft top and it comes off in less than a minute. Unzip the two side and the rear panel, unhinge the two clasps hidden under the sun visor, and the whole shebang drops back behind the spare wheel. The Thar has an in-built roll cage and of course doesn't compromise on off-road cred. These are the important figures:

650mm water wading depth.

37 departure angle.

27 ramp over angle.

42 approach angle.

226mm ground clearance.

Basically, nothing really is going to stop a Thar.

Creature comforts

The new Thar has air-conditioning. It has power windows. It gets a touchscreen infotainment system with an Adventure that has displays for on-road, off-road and even a customisable setting. You will get all the mandatory connectivity options and the system is water proof. The speakers are on the roof, on the roll cage and I'm assuming is also water proof. In fact the entire cabin can be hosed down, it has plastic floor mats, and I'm assuming drain holes like the Wrangler to drain the cabin when you hose it down. Unlike the Wrangler there are no bolts that you can undo in seconds to take off the doors, though I'm sure that will soon appear on the after market.

The seats are nice and comfortable and the driving position is spot on (the steering only adjusts for rake, not reach). Forward visibility is excellent, the wing mirrors don't create big blind spots and rear visibility is not a big worry. This top-end variant gets reverse parking sensors, no camera.

And it gets an automatic gearbox!

New turbo-petrol engine and 6-speed automatic

Words I never thought I'd use when talking about a Thar! This new Thar gets a brand new 2-litre turbo-petrol engine and is mated to a new 6-speed torque converter. There's also the 2.2-litre mHawk diesel upgraded to BS6 emission norms. And all engines and transmissions get the low-ratio 4-low transfer box as standard. The Thar might have grown up but it has lost none of its go-anywhere capabilities and there isn't going to be a cut-price non-4x4 version. I also like that the 4x4 lever is a proper lever next to a proper gear lever, not a switch like what other brands are doing. On the fly you can shift from 2-High (rear-wheel drive) to 4-High and you have to stop to shift to 4-Low.

Let's focus on the new petrol engine. The direct-injection, 16-valve, turbo-petrol motor makes 150bhp of power, 320Nm of torque and delivers — for the first time ever in a Thar! — silence. Crank up the Thar and you barely hear it. You do not feel any vibes. The differences from old Thar to new Thar is night and day, and I'm not overstating it in the least. And it delivers a proper turn of speed, making the g-force meter work. It even sounds good when revved, a nice quality sound that reminds me just so much of the Wrangler.

Freedom drive

Our first drive was from Mahindra's Kandivali plant to South Mumbai and back, 50-odd kilometres and four hours and so I will only deliver a very basic initial impression. This is nowhere close to a road test and of course we didn't even scratch the surface of the Thar's off-road abilities.

But I can tell you, right off the bat, the Thar feels bloody brilliant. It is civilised. It goes round corners without scaring the daylights out of you. No longer does it hop, jump and rattle your brain; there is a pliancy and sophistication to the ride. The ladder-frame chassis gets independent front suspension and a multi-link rear setup and rides on big 18-inch all-terrain Ceat tyres — none of which is a recipe for a magic carpet ride. Typical of short wheelbase ladder-frame setups the ride is never plush or fully settled and you do feel all the road imperfections and ripples. But it is not uncomfortable. Far from it! This is something that you will comfortably live with on a daily basis. And when you hit a broken patch you turn into the destroyed tarmac and speed up while others crawl out of your way. The suspension feels tough and capable. And the Thar delivers that king of the road feeling, allied to the fact that everybody (and I mean everybody!) stops, stares and gives you a big grin and a thumbs up.

The Thar gets brake locking differentials on both axles and a mechanical locking rear differential. I will not mislead you. I do not know how the Thar will work off-road and I, of course, wait for the proper test drives to put the 4x4 abilities, high-speed stability, handling, and all the road test parameters to the test.

No longer a compromise

The old Thar was too hardcore, too raw, and you couldn't live with it on a daily basis. It could never be your first car. No longer! The new Thar is now be all the car you will ever need. It has been tamed. It is civilised. Your passengers are no longer prisoners! The Thar now gets proper forward facing rear seats and though getting in there requires acrobatics and a slim waistline once in, there's enough knee room, head room and shoulder space for two. The Thar is a comfortable 4-seater and if you pack your woollens in soft bags two couples can head to Ladakh in it. Oh how I miss the Himalayas!

Anyway, you can commute in the Thar all week, hit the trails on weekends and set the navigation for the Himalayas just before the snows start to form. This is now a lifestyle vehicle that appeals to both the head and the heart. Fence-sitters can take the leap. And if the rumoured Rs 13-15 lakh pricing is accurate this is sure to sell like hot cakes.

Heck, the only reason I'm not putting money down on the Thar is because a test car will be in my garage very soon. It has been ages since I've not been as excited about a new car! And credit where credit's due — Mahindra have delivered on the high expectations.

The wait has been very long, but the wait has been worth it.

Headline : 'Atmanirbhar' Thar to launch on October 2: Top 5 highlights of Mahindra machine

Domain : Auto.hindustantimes.com

Date : August 15, 2020

Journalist:

<https://auto.hindustantimes.com/auto/cars/-atmanirbhar-thar-to-launch-on-october-2-top-5-highlights-of-mahindra-machine-41597482743428.html>



Mahindra on Saturday unveiled the next-gen Thar in India and touted it to be as capable of taming the wild as it ever was but with the addition of a petrol engine, an updated diesel engine, automatic transmission and a contemporary cabin, among other highlights. The company put out the vehicle as an example of 'atmanirbharta' (self reliance) as it has been designed and developed in house and with most of the components sourced from within the country.

To be officially launched on October 2 and with bookings also scheduled to be opened from that date, the new Thar promises to take on more conventional SUVs in the Indian market with the added advantage of performing on challenging terrain and testing conditions. While over 60,000 Thar units have been sold in the last ten years, Mahindra would hope to rapidly increase this figure in the times to come.

Here are five key highlights of Mahindra Thar 2020:

Engine update

Thar 2020 will be offered with two engine options - 2.0-litre mStallion TGD_i petrol engine and a 2.2-litre mHawk diesel engine. While the petrol unit makes 150 hp and has 320 Nm of torque, the updated diesel has figures of 130 hp and 320 Nm of torque. Transmission choices are between a six-speed torque converter automatic and a six-speed manual units.

River rafting

Built for the outdoors, the new Thar has an unladen ground clearance of 226 mm. Mahindra claims Thar can wade water as deep as 650 mm.

Three roof options and six colour choices

Thar 2020 will offer three roof options. Apart from Hard Top and Soft Top, there would also be a segment-first Convertible Top.

Additionally, the car will come in six hues - Red Rage, Mystic Copper, Napoli Black, Aquamarine, Galaxy Grey and Rocky Beige.

Drizzle-proof infotainment screen

The seven-inch infotainment screen inside the new Thar is likely to be a firm favourite as it puts out a wide variety of information, including 'adventure statistics.' It supports Android Auto and Apple CarPlay and is claimed to be 'drizzle proof.' Even the switches on the dash are billed to be splash resistant.

Thar AX vs Thar LX

Thar 2020 will come in two variants - AX and LX. The former is oriented more towards the enthusiasts.

Here are the main features of each:

Thar, therefore, has a lot going for it in its latest version. Mahindra admits that while the SUV has had a keen fan following, there have been certain shortcomings in terms of feature list and comfort thus far. The new Thar, therefore, hopes to cut through these and come out as a capable off-roader and a commendable city commuter.

Headline : Mahindra Thar a true embodiment of Atmanirbhar Bharat: Pawan Goenka

Domain : The Times of India

Date : August 15, 2020

Journalist:

<https://timesofindia.indiatimes.com/auto/cars/mahindra-thar-a-true-embodiment-of-atmanirbhar-bharat-pawan-goenka/articleshow/77563295.cms>



Mahindra & Mahindra on Saturday revealed the second generation Thar. A top company official on the sidelines of the digital premiere called the new Thar ‘a true embodiment of Atmanirbhar Bharat’.

Mahindra Thar stands tall on a rich legacy, which spans over seven decades. A couple of years after the Independence, Mahindra introduces the CJ3A, and subsequently went on to bring in CJ3B, MM540, Classic, Major and Legend. The latest to the pedigree - Thar - was born in 2010. Exact, 10 years down the line, Mahindra has rolled out the second generation of the iconic Thar.

“The All New Thar is a true embodiment of Atmanirbhar Bharat Designed in India, Engineered in India, manufactured in India. Engineered in India, manufactured in India, for the world. Don’t miss the ornamental VIN plate in full view. #AllNewThar said Pawan Goenka, Managing Director Mahindra & Mahindra on Twitter. A VIN plate embossed on the dashboard, in fact, highlights ‘Made in India with Pride’ along with a unique serial number.

MEDIA/INFLUENCER TWEETS

♥ Nikunj Sanghi liked



Sirish Chandran ✓ @SirishChan... · 4h ∨

Made In India With Pride 🇮🇳

Doesn't this make your heart swell with pride? #AllNewThar appeals on emotional, rational and objective parameters. I'm sold 👉 I'll tell you why at 9pm when embargo lifts
#MakeInIndia #vocal4local – at Mahindra & Mahindra



anand mahindra and 5 others



Sirish Chandran ✓ @SirishCha... · 13h ∨

Here's the #AllNewThar – hardtop and convertible

Hard to be objective when faced with something so bloody cool 😎



evolIndia and Mahindra Thar



Sirish Chandran @SirishCha... · 12h

Heading out in [#AllNewThar](#) — we are driving the 150bhp turbo petrol with the 6-speed auto (never imagined I'd be saying that about the Thar)
How effing cool is this????



36 37 307

Ashish Malik and 3 others liked



Hormazd Sorabjee @hormaz... · 12h

All set to drive the new Thar. Looks the business and worthy sequel to the original. [#AllNewThar](#)





Hormazd Sorabjee @horma... · 52m

How good is the new Thar? Our first look review says it's a big leap ahead of the old one and will appeal to traditionalist as well as a completely new set of customers. youtu.be/J5BMYd9YzA via @YouTube



Girish Karkera @Karkeragirish · 2h

The biggest problem driving the Thar was other motorists who would come dangerously near just to get a closer look. Even pedestrians would stop and gawk. Must admit this has remarkable road presence.

[#TimesAuto](#) [#TheAllNewThar](#)



Mahindra Automotive



Bertrand Dsouza @BertrandGD... · 12h ▾

Got my first look of the new #Thar and I must say it's very impressive to look at. Exterior build quality is impressive. And two of the minds behind reviving and reinvigorating the Thar @rajesh664 @vijaynakra @odmag



Bertrand Dsouza @BertrandGDs... · 3h ▾

My take on the new @Mahindra_Thar #Thar

It is a quantum leap forward, exciting, stunning and promises a world of adventure far beyond anything else Mahindra could stir up so far.

@odmag



2020 Mahindra Thar first drive review - Overdrive
overdrive.in

 **Renuka Kirpalani**  @Renuks · 12h 
Here is the new #Thar its the kind of vehicle that will tug at your heart stings !
Launch on oct 2nd



 9  9  109 

 Nikunj Sanghi liked

 **Sirish Chandran**  @SirishCha... · 12h 
Now this looks absolutely ace! So desirable. #AllNewThar



 **Bunny Punia** @BunnyPunia · 8h 
And off we go. What an epic way to celebrate the new #AllNewThar, on #IndependenceDay @Mahindra_Thar @MahindraAdvntr @Mahindra_Auto #Mahindrathar @vikramgarga







Bertrand Dsouza @BertrandGDs... · 1h ✓

All new 2020 @Mahindra_Thar has interesting details woven into its character. Like the VIN plate on the dash or a scene from Rajasthan etched into the windscreen, the Thar's perennial proving ground! Lots of thought and some inspirational touches.

overdrive.in/news-cars-auto...

@odmag



Mahindra Automotive and Mahindra Adventure



Sateek Vaahan Prastuti ✓ @sid... · 3h ✓

Driven this much anticipated beast. But very briefly. So I have first impressions nevertheless. Watch this space! SVP

#Thar #MahindraThar #SUV #4X4



TRENDING YOUTUBE VIDEOS

#	YouTube channel	Link
1	Autocar India	https://www.youtube.com/watch?v=J5BMYd9YZA
2	Zigwheels	https://www.youtube.com/watch?v=Wq3SD99xPqc
3	Evo India	https://www.youtube.com/watch?v=0-sO_TabZis
4	Car and Bike	https://www.youtube.com/watch?v=DfOEpBR-Qlc
5	Car and Bike Hindi	https://www.youtube.com/watch?v=Jk15qL1ohls
6	Overdrive	https://www.youtube.com/watch?v=lnm5E4e1R7s
7	MotorOctane	https://www.youtube.com/watch?v=0h4MkRC7cRI
8	Gagan Chaudhary - Vlogger	https://www.youtube.com/watch?v=FkE85GJPqB0
9	Flywheel Malayalam	https://www.youtube.com/watch?v=vh6je2JTKjU
10	Manorama News	https://www.youtube.com/watch?v=HwAseIYE-9o

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THE IMPOSSIBLE**

