



**Mahindra**

# 1 Mahindra Press Release

## Mahindra Vehicles to Hit U.S. Auto Market in 2010

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Rugged, Stylish Mahindra Trucks to Feature Clean-Burning Diesel Engines

ALPHARETTA, Ga. – A new generation of clean-burning, diesel-powered vehicles is poised to take the American auto market by storm, led by automotive icons like Mercedes-Benz, BMW and Audi, as well as a newcomer to this market, Mahindra.

The Mahindra Group ([www.mahindra.com](http://www.mahindra.com)), one of India's largest industrial concerns, produces a comprehensive variety of cars and trucks, including a line of value-priced diesel-powered pickup trucks which, when they launch in the first quarter of 2010, will be the first Indian-made motor vehicles to debut in the United States.

The first product line will feature two mid-size pickup trucks – two- and four-door versions – with standard six-speed automatic transmissions, air conditioning and similar state-of-the-art common-rail diesel technology as used by Mercedes-Benz and BMW. In addition to getting 20 to 40 percent better fuel mileage than comparable gasoline-powered vehicles, Mahindra trucks will provide greater carrying capacity, diesel durability and superior towing capabilities.

Global Vehicles U.S.A, Inc. ([www.mahindrana.com](http://www.mahindrana.com)) is the U.S. exclusive importer and distributor of Mahindra vehicles. Headquartered here, Global Vehicles is building a complete marketing/sales/service organization, including a dealer body which by late 2009 numbered more than 340, to support the launch and ongoing sales of Mahindra products in the U.S.

"We're confident we're coming to the market with the right product at the right time," said John Perez, founder and CEO of Global Vehicles. "Mahindra vehicles promise superior quality, performance and reliability, along with outstanding fuel efficiency at an affordable price.

"These trucks, and the SUV we will bring in about a year later, have been redesigned and reengineered to appeal to U.S. consumers with features normally found on much more expensive vehicles." The company is planning to provide all vehicles with a four-year/60,000-mile, bumper-to-bumper warranty.

"The U.S. continues to be the world's most important automotive market in terms of size, growth and opportunity," said Dr. Pawan Goenka, president of Mahindra's Automotive Sector. "Mahindra's entry into the U.S. auto market is a significant step not just for our company, but for India. We look forward to working with our importer, Global Vehicles, and its impressive dealer network to make Mahindra a U.S. success story."

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Rugged and stylish, Mahindra's four-door truck blends luxury and true off-road capability.

Over the past few years, Mahindra has methodically expanded its footprint beyond India. The growing demand for its vehicles and the need for local representation to better address foreign markets led to the establishment of Mahindra South Africa and Mahindra Europe (in Italy), as well as distributorships in other countries. In addition, Mahindra assembles its vehicles in Brazil, Egypt and Uruguay for the respective markets.

Additionally, the company recently signed joint ventures with Renault to produce vehicles for its domestic market and selected export ones.

Mahindra already has a successful venture in the United States. Mahindra U.S.A., Inc. was established in 1994 to produce and sell tractors in the American market. Mahindra is the number four seller of tractors in the U.S., attaining that position in 10 years and is the second largest tractor manufacturer in the world.

**ABOUT THE MAHINDRA GROUP** | The U.S. \$6.3 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the third-largest tractor brand in the world. Headquartered in Tomball, Texas, Mahindra U.S.A. has assembly and distribution warehouses in Houston, Calhoun, Ga. and Redbluff, Calif.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company to receive this honor. It also holds the distinction of being the only tractor company to win the Deming Prize. The U.S. based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

**ABOUT MAHINDRA AUTOMOTIVE** | The Mahindra Group's Automotive Sector manufactures and markets utility and light commercial vehicles, including three-wheelers. It is the Indian market leader in utility vehicles with approximately 50 percent of the market.

Created in 1994 following an organizational restructuring, the Automotive Sector traces its roots to the post-World War II era, when brothers J.C. and K.C. Mahindra won contracts to assemble Willys Jeeps® in India. The iconic Jeep, the vehicle which helped make the world safe for democracy, became the foundation of Mahindra's automotive success.



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Global Vehicles U.S.A., Inc., based in Alpharetta, Ga., was established in 1999 with the goal of bringing the hidden gems of the world's auto business to American consumers. Initial achievement of this goal is scheduled for the first quarter of 2010 with the launch of trucks produced by Mahindra & Mahindra Ltd., one of the largest industrial firms in India.

Global Vehicles ([www.mahindrana.com](http://www.mahindrana.com)) is the exclusive importer and distributor in the United States of motor vehicles produced by the automotive arm of the Mahindra Group ([www.mahindra.com](http://www.mahindra.com)), a \$6-billion plus diverse conglomerate.

The initial offerings will be a range of two- and four-door pickup trucks powered by clean-burning-diesel engines. They will feature the same state-of-the-art technology found in today's diesels offered by Mercedes-Benz and BMW. Other features will include standard six-speed automatic transmission, two- and four-wheel-drive variants, best-in-class cargo capacity and best-in-class bed length (two door).

A comprehensive dealer organization, numbering more than 340 in mid 2010, will sell and service Mahindra trucks and future products (which is expected to include an SUV about a year after the launch of the pickup trucks). The dealer organization, continuously evolving, will mean a Mahindra owner can go virtually anywhere in the U.S. without fear of being beyond the Mahindra network and it will mean Mahindra trucks are available to the widest audience.

John Perez, company founder and CEO with years of experience in the business, leads a Global Vehicles staff combining veterans of the U.S. automotive industry with young, innovative thinkers from other disciplines.



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The \$6.3-plus billion Mahindra Group ([www.mahindra.com](http://www.mahindra.com)) is one of the top 10 industrial companies in India. Based in Mumbai (formerly Bombay), the Mahindra Group employs more than 50,000 people and has a leading presence in the Indian economy, as well as a rapidly growing international profile.

Forbes magazine recently ranked the Mahindra Group as one of the world's 200 Most Reputable Companies and one of India's 10 Most Reputable Companies.

An inspiring family success story, the company is led by the second and third generations of the Mahindra family: Keshub Mahindra, chairman; and Anand G. Mahindra, vice chairman and managing director.

In addition to automobile, commercial vehicle and tractor manufacturing, the Mahindra Group's activities include:

- Trade & Logistics: Mahindra Intertrade, Mahindra Steel Service, Mahindra Logistics
- Financial services and insurance: Mahindra Finance and Mahindra Insurance Brokers
- Telecom, information technology, software and information security: Tech Mahindra, Bristlecone, Mahindra Consulting and Mahindra Special Services Group
- Infrastructure development: Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City
- Automotive components design, manufacturing, sourcing and supply: Systech
- Specialty Businesses: Mahindra AshTech, Mahindra Defence, Mahindra Logistics, Spares Business Unit



With its 7 ½ foot bed and 1.3 ton payload (in the 2-door), Mahindra will outhaul anything in its class.



## 5 Mahindra Automotive Sector Six Decades of Industry Leadership



Mahindra trucks have proven themselves in some of the world's harshest driving conditions.

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Mahindra & Mahindra Ltd., India's leading utility vehicle producer with more than 50 percent of the market, brings more than 60 years of leadership to its first automotive venture in the United States. The company has launched nearly a dozen new products in the past 15 years as well as partnering with United States, Asian and European auto-makers on joint ventures and advanced manufacturing facilities.

Mahindra sells its products in more than 25 countries on six continents and by the first quarter of 2010 is scheduled to begin selling two mid-size pickup trucks: a two-door and four-door model in either two-wheel or four-wheel drive in the U.S. All will offer a blend of ruggedness, performance and affordability – highlighted by a clean-burning diesel engine built with top-of-the-industry green technology designed to reduce emissions and maximize fuel efficiency.

Mahindra's Automotive Sector is part of the \$6.3-plus billion Mahindra Group ([www.mahindra.com](http://www.mahindra.com)), an Indian multinational corporation named one of the world's 200 most reputable companies by Forbes magazine

**MAHINDRA AUTOMOTIVE HISTORY** | The Mahindra Automotive Sector traces its roots to the post-World War II era, when brothers J.C. and K.C. Mahindra won contracts to assemble Willys® Jeeps in India. The iconic Jeep, the vehicle which helped make the world safe for democracy, became the foundation of Mahindra's automotive success.

Not content to remain simply an assembler, Mahindra developed its own products and manufacturing capabilities. Over the years, the company has built a wide-ranging portfolio catering to a diverse customer base, including rural farmers, semi-urban customers, armed forces and urban sophisticates. Mahindra products include everything from luxury sport-utility vehicles (SUV) and trucks to buses and battery-powered three-wheelers.

**INDIAN OPERATIONS** | Mahindra's Automotive Sector is the leading producer of utility vehicles in the Indian market, with a market share of about 50 percent.

Today, its flagship vehicle is the Scorpio, a mid-sized SUV named "Car of the Year" by CNBC Autocar, BBC Wheels and Business Standard Motoring. Mahindra also has leading products in the multi-utility, pickup truck, light commercial and three-wheeler segments.

As part of its joint ventures with Renault and International Trucks, Mahindra is developing a presence in passenger cars and medium/heavy commercial vehicles as well.



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**INTERNATIONAL OPERATIONS** | Since 1969, Mahindra has been exporting vehicles and parts, with a presence in 25 countries. This activity received a major boost with the introduction of the Scorpio, developed for impact in both India and abroad. The development process of the Scorpio was the subject of a case study by the Harvard Business School.

In order to better understand and address the needs of foreign markets, the company has established Mahindra South Africa in Pretoria and Mahindra Europe in Italy. The company also assembles some of its products in Brazil, Egypt and Uruguay for those markets.

Distributors have been appointed in various international markets which has led to success for Mahindra in Europe, Africa, South America, South Asia and the Middle East. Now, through its exclusive partnership with Global Vehicles U.S.A., Inc., Mahindra is set to tackle the American auto market.

**MAHINDRA JOINT VENTURES WITH RENAULT** | In 2005, Mahindra partnered with French automaker Renault to manufacture the mid-size Logan sedan in India for the domestic and international markets. Mahindra owns 51 percent of the partnership which in April 2007 began producing the cars.

A state-of-the-art factory was built in Nashik, India, with an annual production capacity of 50,000 cars. Revolutionary manufacturing processes were designed and implemented specifically for this vehicle.

**MAHINDRA INTERNATIONAL** | In 2006, Mahindra and International Truck and Engine Corp. entered into a 51:49 joint venture under the name Mahindra International Ltd.

This joint venture will manufacture trucks and buses for sale in India and export markets; provide engineering services for the design and development of additional truck and bus products globally, and allow International Truck and Engine to source materials and components from India's thriving automotive suppliers.

In addition, Mahindra is building a world-class plant in Maharashtra, West India, to manufacture medium and heavy-duty commercial vehicles as part of this joint venture. Initial annual plant capacity will be 250,000 vehicles. The venture also is expected to export vehicles through its own distribution channel, as well as International's and M&M's overseas networks.



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**FIRST CHOICE** | First Choice, part of the Mahindra Group, is India's largest multi-brand used-car company. Other promoters include HDFC, one of the most respected financial institutions in the country, and Sah & Sanghi, a Mumbai-based firm renowned for its skills in retail operations. First Choice provides consumers with a wide choice of good quality used cars, along with trust and transparency in each of its dealings. First Choice's certified used cars are sold in 80 showrooms in 45 Indian cities. The company plans to have more than 200 stores over a period of two to three years.

**MAHINDRA'S INITIAL U.S. PRESENCE** | Tractor producer Mahindra U.S.A, Inc., established in 1994, has risen to number four in the American market (Mahindra is the world's third largest tractor producer). Headquartered in Tomball, Texas, Mahindra U.S.A. has assembly facilities and distribution warehouses in Houston, Calhoun, Ga., and Redbluff, Calif.



With its diesel engine and heavy-gauge steel construction, the Mahindra two-door won't back down when the going gets tough.



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## 8 Mahindra Automotive Timeline

Six decades of progress from India to the world

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1949	Mahindra begins assembling Willys® Jeeps for sale in India
1954	Forms technical and financial collaboration with Willys Overland Corporation
1965	Begins manufacturing its own light commercial vehicles
1969	Enters the world market by exporting utility vehicles and parts
1975	Develops its own diesel engine in response to fuel crisis
1979	Signs licensing agreement with Peugeot for manufacture of diesel engines
1984	Creates Mahindra Hellenic Auto Industries S.A., a joint venture in Greece to assemble and market utility vehicles in Europe
1991	Introduces Commander line of vehicles; establishes Mahindra Financial Services Limited as wholesale fund provider
1993	Launches Armada line of vehicles
1995	Collaborates with Mitsubishi/Samcor to manufacture Mitsubishi L300
1996	Establishes Mahindra Ford India Limited – a joint venture with Ford to manufacture passenger cars in India
1999	Launches Biljee, a battery-powered, environmentally friendly three-wheeler; creates Mahindra Network Services, India's largest used-vehicle Web site
2000	Launches Bolero GLX utility vehicle to appeal to urban consumer



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2001	Introduces Champion, a diesel three-wheeler, and Mahindra MaXX, a multi-utility vehicle offering “Maximum Space, Maximum Comfort”
2002	Introduces Scorpio, a new generation, world-class SUV that redefines the market
2003	Launches Invader and MaXX Pik Up, an open-top sporty vehicle; Scorpio receives national award for research and development
2004	Launches Bolero and Scorpio in Latin America, Middle East and South Africa
2005	Scorpio offers a common rail diesel engine – a first for an Indian automaker; Establishes Mahindra Renault Ltd., a joint venture with Renault to manufacture the mid-sized Logan sedan in India; Establishes Mahindra International Ltd., a joint venture with International Truck and Engine Corp. to manufacture trucks and buses in India
2006	Signs Global Vehicles U.S.A., Inc., as exclusive importer of Mahindra products to the U.S. market; Forbes ranks Mahindra among the world’s 200 Most Reputable Companies. Mahindra ranked 3rd in JD Power Customer Satisfaction Survey 2006
2007	Enters into a contract with International to build a new manufacturing plant to produce commercial vehicles in western India; Mahindra Renault launches the Logan sedan





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# 10 2010 Mahindra Four-Door Truck



## Preliminary U.S. Specifications

The perfect blend of utility and comfort. This truck seats five in style but loses none of its rugged character. It's a workhorse that doubles as a showhorse. Features include:

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POWERTRAIN/CHASSIS	
Engine	2.2L, four-cylinder common-rail diesel
Power	140 horsepower / 103 KW
Torque	320 Nm / 236 Lb-Ft
Drivetrain	Front Engine, 4WD / 2WD
Transmission	6-speed Automatic
Wheel base	119.7 inches
Ground Clearance	8.3 inches
Front Suspension	Independent Torsion Bar with Stabilizer Bar
Rear Suspension	Semi-elliptical Leaf Spring
Fuel Capacity	19 gallons
Towing	Braked and Unbraked Trailer
Wheel	16 x 6.5J
Tires	245/75 R 16
WEIGHTS	
Gross Vehicle Weight (Lbs)	6,945
Curb Weight (Lbs)	4wd – 4,532 / 2wd – 4,312
Payload (Lbs)	4wd – 2,413 / 2wd – 2,633
DIMENSIONS	
Loadbody (Inches)	58.6 x 59.8 x 21.7 (L x W x H)
Volume (Cu. Ft)	44
SAFETY	
Airbags	Front "Smart" Dual Stage
Brakes	Four-Wheel Disc with Four-Channel ABS
Handling	Electronic-Stability- Control System

Note: Specifications subject to change before introduction



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# 11 2010 Mahindra Two-Door Truck



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POWERTRAIN/CHASSIS	
Engine	2.2L, four-cylinder common-rail diesel
Power	140 horsepower / 103 KW
Torque	320 Nm / 236 Lb-Ft
Drivetrain	Front Engine, 4WD / 2WD
Transmission	6-speed Automatic
Wheel base	119.7 inches
Ground Clearance	8.3 inches
Front Suspension	Independent Torsion Bar with Stabilizer Bar
Rear Suspension	Semi-elliptical Leaf Spring
Fuel Capacity	19 gallons
Towing	Braked and Unbraked Trailer
Wheel	16 x 6.5J
Tires	245/75 R 16
WEIGHTS	
Gross Vehicle Weight (Lbs)	6,945
Curb Weight (Lbs)	4wd – 4,400 / 2wd – 4,180
Payload (Lbs)	4wd – 2,545 / 2wd – 2,765
DIMENSIONS	
Loadbody (Inches)	90.2 x 59.8 x 21.7 (L x W x H)
Volume (Cu. Ft)	68
SAFETY	
Airbags	Front "Smart" Dual Stage
Brakes	Four-Wheel Disc with Four-Channel ABS
Handling	Electronic-Stability- Control System

Note: Specifications subject to change before introduction