



Press Release

For Immediate Publication

Mahindra Maxximo: Next-generation Mini-truck with World's First 2-Cylinder C2 CRDe Engine Launched at Auto Expo 2010

Synopsis:

- Mahindra launches Maxximo with the world's most advanced engine in the mini-truck segment
- Maxximo is powered by the pioneering 2-cylinder C2 CRDe engine with DOHC technology and 4 valves per cylinder, making it the world's first of its kind. It generates a best-in-class power of 18.4 kW (25 HP) and offers fuel economy of 20 mpl.
- Superior load carrying capacity of 850 kg payload
- Advanced safety features; meets stringent frontal crash impact norms (AIS 029, for N1 category vehicles)
- Stylish and trendy looks with car-like features and the signature Mahindra front-grill

Available in four attractive and youthful shades – **Appy Red**, **Diamond White**, **Sunny Yellow** and **Leaf Green**



Mr. Rajesh Jejurikar, Chief of Operations, Automotive Sector, Mahindra & Mahindra, Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra, Mr. Anand Mahindra, Vice-Chairman & Managing Director, Mahindra & Mahindra and Mr. Rajan Wadhera, Chief of Engineering & Development, Mahindra & Mahindra at the launch of the Maxximo at the 10th Auto Expo.



Mahindra

January 05, 2010, New Delhi: Mahindra & Mahindra Ltd., the leading player in India's small commercial vehicle segment, announced the launch of the Maxximo, the world's first mini-truck to be powered by a 2-cylinder CRDe engine with DOHC technology and 4 valves per cylinder. A game-changer offering, the Maxximo combines best-in-class technology, unmatched performance and superior style and comfort. The Maxximo is the first product to roll out from Mahindra's state-of-the-art Chakan plant.

"The efficient movement of road freight plays an important role in the economic progress of a nation. Under the hub-and-spoke distribution model, the role of small goods carriers is also becoming important to ensure last-mile or end-point distribution of goods. The Maxximo has been developed with our winning mantra of customer centricity combined with modern, efficient technology to create the next generation mini-truck" said **Mr. Anand Mahindra, Vice Chairman & Managing Director, Mahindra Group.**



"The Maxximo is a trendsetting, stylized vehicle in the fast-growing small load category segment. Powered by the world's first 2-cylinder CRDe engine with advanced DOHC technology and 4 valves per cylinder, we seek to elevate the transport business to the next level. Our customers will benefit immensely from the high power, superior mileage, low maintenance and economical operational costs of the Maxximo," said **Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd.**

A result of intensive customer insight, the Maxximo captures the latent and expressed needs of the customer. Equipped with superior technology coupled with ergonomic design, unmatched style and car-like comforts, the Maxximo offers a host of benefits to the customer and is an ideal intracity vehicle for small-cargo transport.

The vehicle has undergone rigorous test runs and has been validated on all performance, safety and reliability parameters. The Maxximo is backed by Mahindra's service network, which is one of the largest and is spread across the country.

About the Maxximo

Cutting-edge Technology Drives the Maxximo

The Maxximo is powered by the world's first 2-cylinder CRDe engine with DOHC technology and 4 valves per cylinder and is branded as the **C2 CRDE** engine.



The **C2 CRDe** engine provides an ideal balance between power and fuel economy. It delivers 18.4 Kw (25 HP) of Power and 55 Nm (5.5 Kgm) of Torque which means greater pulling power along with superior fuel economy of 20 kmpl.

All of this from an engine which enjoys a best-in-class engine life and thus gives high reliability and reduces the maintenance cost considerably.



Superior Driving Performance

The Maxximo boasts of superior pick-up, in-gear acceleration and gradeability. It delivers an unmatched top speed of 70 kmph and best-in-category acceleration, in loaded condition.

This allows our customer to make more trips in a day, thus increasing his revenue.

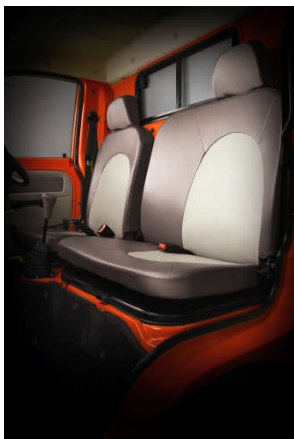
Greater Load-carrying Capacity

A large loading area of 3.2 sq. mt. (35 sq. ft.) coupled with 850 kg of rated payload mean that the customer can carry more load in one trip, leading to improved earnings.

Leaf-spring suspension at the rear with 6 leaves along with thicker (3.6 mm) wheel rims coupled with the powerful C2 CRDe engine truly gives the Maxximo go-anywhere-capability. The cargo body is reinforced to make it strong and long-lasting.

Stylish, Comfortable and Car-like Features

The trendy front grill adds a distinctly stylish look to the Maxximo. Style is further highlighted with wrap-around headlamps that flank the front grill. Plus with multi-focal reflectors, you get the added benefit of improved visibility at night.



The car-like interior includes features like beige-and-tan 2-tone seats that come with headrests and that are more comfortable with better support; a bench seat for the co-driver with no obstruction between driver and co-driver seat - all of which reduces fatigue for driver and passenger over long distances.

The well-designed beige-coloured instrument panel boasts of a stylish cluster with a digital odometer, double trip meter and an integrated clock.



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A taller and wider cabin with more leg-room and knee-room allows for easy entry and exit, while a footstep for the cargo body, windshield wiper with intermittent function and inbuilt spray system, mobile charging facility and dual-mounted sun-visor add to the overall convenience.

The ergonomic hand brake position, dead pedal, steering wheel made of soft-touch, strong-grip material, bigger rear-window and larger windshield enhance the Maxximo's driving pleasure.

Class-leading Safety

The Maxximo meets stringent frontal crash impact norms (AIS 029, for N1 category of vehicles) with a frontal crash protector.

It is also equipped with a drive-by-wire accelerator system which results in quicker response from the engine when the accelerator is pressed, allowing for safer overtaking. Also, in contrast to regular cable-driven accelerators this technology requires no cable-setting, which means less downtime for the operator and less maintenance cost.

LSPV (Load Sensing Proportionate Valve) brakes provide more control under braking and the Booster improves brake-effectiveness while reducing driver fatigue.

Market Introduction

The Mahindra Maxximo will be launched by the end of January in selective markets and will be made available across the country in a phased manner.

About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and 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.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of 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. The US based Reputation Institute 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 and has also received the A+ GRI rating for the year 2008- 09.

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