



Press Release

For Immediate Publication

Mahindra Navistar launches 25 tonne & 31 tonne trucks in India

Made in India, made for India and made with best international trucking know-how to revolutionise the trucking industry in India



Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd., Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd, Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group and Mr. Dee Kapur, President, Navistar Truck Group, USA, at the launch of the 25 tonne and 31 tonne trucks for the Indian market.

New Delhi, January 4, 2010: Mahindra Navistar Automotives Ltd. (MNAL), the commercial vehicle joint venture between Mahindra & Mahindra Ltd. (M&M) and Navistar Inc. of USA, today unveiled its 25 tonne and 31 tonne trucks for the Indian market.

The trucks have been developed utilising 175 years of technological and truck R&D expertise and know-how of Navistar and over 60 years of experience of Mahindra in developing successful products based on deep insights of Indian customers and driving conditions.

Mr. Steven White, Charge d'Affaires, the Consul General of the USA, was present at the launch, along with Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group, Dr. Pawan Goenka, President, Automotive Sector, Mahindra &



Mahindra Ltd, Mr. Dee Kapur, President, Navistar Truck Group, USA and Mr. Rakesh Kalra, Managing Director, Mahindra Navistar Automotives Ltd.

“This launch is a major step towards fulfilment of the commitment we made in 2005 to develop into a full-line commercial vehicle manufacturer. Mahindra’s strong R&D capabilities coupled with Navistar’s extensive experience in the trucking business will make MNAL a force to reckon with in the Indian Commercial Vehicle industry,” said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group.**

“This is a moment of great pride for us as we unveil the first two products in our HCV portfolio. These trucks have been developed ground-up utilising the combined expertise of both Navistar and Mahindra in technology, product development and the understanding of the trucking business and operating environment in India. This makes our trucks ***Made in India, Made for India and Made with the best international trucking know-how.*** They are powered by the high performance MaxxForce® 7.2 litre diesel engines which are best suited to outperform in Indian operating conditions,” said **Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd.**

“This is a momentous occasion where two leaders in commercial vehicles have joined forces to bring significant operational efficiencies to Indian truck operators. India is an important market in our global growth strategy and over the next few months we will be introducing a range of products which I am sure, will revolutionise the HCV industry in India,” said **Mr. Dee Kapur, President, Navistar Truck Group, USA.**

In 2005, Mahindra & Mahindra Ltd. and International Truck and Engine Corporation - the operating company of Navistar - entered into a JV to manufacture light, medium and heavy commercial vehicles for India as well as global markets. The joint venture is in the process of addressing every segment of the commercial vehicle market from 3.5 tonne GVW to 49 tonne GVW with variants of passenger transport, cargo and specialized load applications. Mahindra Navistar aims to expand its product line over the next two years to emerge as a full range commercial vehicle player.

The Mahindra Navistar range of medium and heavy commercial vehicles is being manufactured at a new greenfield plant at Chakan, near Pune. The plant, which spans over 700 acres, has been set up with investments of over Rs. 4000 crore and will produce other M&M products as well. This will help MNAL leverage the benefits of synergies of an integrated manufacturing facility.

Revolutionary MaxxForce® engine

At the heart of this range of vehicles is the world renowned MaxxForce® diesel engine. This family of engines is most modern in its class in terms of product configuration as well as components technology for the Commercial Vehicle segment in India. In order to make MaxxForce engines more suitable to Indian conditions they have been substantially modified:

- The Indian MAXXFORCE engines have been tailored into 4-valves per cylinder from the Brazilian design of 2 valves per cylinder.



- The fuel injection system and turbocharger have been re-tuned to ensure best-in-class fuel efficiency. This is based on insights derived from the truck duty cycles in India, where trucks operate at lower speeds.
- Extended oil drain intervals for better operating economics
- The water pump and cooling systems are matched to suit harsh climatic conditions in India.

The engine features both, a mechanical injection system with a Bosch Rotary pump, as well as a high-pressure 1800 bar common-rail fuel injection system. The MaxxForce[®] 7.2 diesel engine to be produced in India is also fully compliant with BS III and BS IV emissions standards. The MaxxForce[®] 7.2 Litre diesel engine outperforms the competition by offering 15% more power and 35% more torque as compared to current Indian competition.

Technology and Innovation

The Mahindra Navistar trucks have been developed totally ground-up to the highest level of quality by understanding the needs of Indian truck customers, both expressed and latent. This has made the Mahindra Navistar trucks not only world-class but also very suitable and relevant to the requirements of the Indian truck customer.

The vehicle offers best-in-class ride and handling with its four point suspended cabin and optimized steering and suspension. The manoeuvrability is best in class with a very tight turning circle.

Both the road and the in-cab illumination is best-in-class and offers dual tone horns, soft feel switches and indicators with a provision for further add-ons. The vehicle comes with the option of a factory-fitted Vehicle Tracking System with hands-free two way communication for ease of tracking.

It has a well engineered drivetrain with superior efficiency and durability, organic clutch lining with best-in-class life, rugged propeller shaft and rear axle. The heavy duty brakes with wider shoes and 10 bar system pressure ensure reliable braking.

Apart from meeting all Indian regulations, the vehicles also meet global regulations like the ECE, SABS, CMVSS, FMVSS norms making them some of the most technologically advanced trucks in the world. In fact, while developing these trucks, Mahindra Navistar has filed several patent applications which highlight the fact that MNAL has a robust R&D facility which aims at driving innovation.

Reliability and Endurance

The entire range of tests like the simulated tests, accelerated tests as well as real world usage tests have been conducted to build reliability and endurance in Mahindra Navistar trucks. The trucks have been extensively tested on specially developed torture tracks to ensure durability beyond a million kilometres and have been validated for actual usage of lakhs of kilometres on Indian roads. These workhorses also feature a strong and



durable suspension, rugged chassis aggregates, robust brakes and heavy duty axles matching the superior torque and delivering better life.

Safe and Comfortable

Both trucks offer a high degree of safety and comfort for the driver and his co-passengers. The cabin meets ECE R 29 which is an international standard of safety, protecting occupants in case of any untoward mishap. The unique adjustable seat and steering combination allows drivers of various heights to attain the most suitable driving position and posture. This feature, coupled with windshield width and height provides the best visibility in the front as well as the sides. The driver and his co-passengers also have the option of resting on the comfortable 1.78m x 0.5 m (7 ft x 2 ft) lower bunk and the 1.59 m x 0.5 m (6 ft 3 in x 2 ft) upper bunk with air-conditioning being available as an additional option for added comfort.

Several audio-visual alarms ensure greater safety and durability besides cutting repair and maintenance costs. The trucks also feature 2-way connectivity, while a vehicle tracking system is available as an optional fitment.

Easy to maintain and repair

The manually operated hydraulic tilt mechanism is easy to tilt and return and can be operated by even a single person. The trucks offer plenty of space below the cabin, allowing easy repair of components such as the engine, FIP, etc. There is no opening in the floor which means that there is less heat, noise and smoke in the cabin which results in better driving conditions and lower fatigue levels.

Spacious and Convenient

The cabin can easily accommodate the driver, a co-driver and a cleaner which allows rotation of driving duties, minimising fatigue. The trucks offer ample storage space to carry all the comforts of home with them. This includes the three compartment storage below the lower bunk and the six compartment storage in the upper console above the windshield. There is also one console incorporated into the dashboard design.

The cabin boasts of superior styling and ergonomics that can cater to drivers of various builds (American to Indian). It meets both Indian as well as European safety norms and is protected even for more stringent American regulations. The cabins have a wide windscreen which offers a panoramic view and optimum visibility. It has roomy interiors that are washable, huge storage space and the largest berth – a workplace, kitchen and bedroom all rolled into one. The cabins have the largest door apertures, ergonomically placed foot-steps that allow easy ingress and egress. In effect, the cabin is a 'home away from home' for the driver.

Extensive Sales & Service Network

Mahindra Navistar has put in place an extensive sales and service network to cater to its customers. Besides this, MNAL will also draw on the vast pool of M&M auto and tractor channel partners to use as an extended network for servicing customers needs. And to top it all, Mahindra Navistar has set up a 24x7, multi-lingual call centre which is manned



by trained truck experts to provide on-road support to customers, just in case the need arises.

The company aims to create a channel which will be passionate about surpassing customer expectations and willing to go that extra mile. The dealer network aims to set new benchmarks in delivering requisite services and spares to customers in the HCV segment in India.

About Mahindra Navistar Automotives Ltd. (MNAL)

Mahindra Navistar Automotives Ltd. (MNAL) is a joint venture between Mahindra & Mahindra Ltd. (M&M) and Navistar Inc. USA, North America's largest combined commercial truck, school bus and mid-range diesel engine manufacturer.

The JV would manufacture the entire spectrum of commercial vehicles (including Trucks and Buses) from 4.5 tonne GVW to 49 tonne GVW. The new HCV product range has been engineered to meet Indian requirements with technological expertise from Navistar.

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