



Press Release

For Immediate Publication

Mahindra unveils the ‘Scorpio Coffee Table Book’

Chronicles the iconic journey of India’s best loved SUV



The ‘Scorpio Coffee Table Book’ was released at the Mahindra Pavilion by the Scorpio’s first customer, Ajay Devgan, in the presence of Mr. Anand Mahindra, Vice-Chairman & Managing Director, Mahindra Group and Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra.

New Delhi, January 6, 2010: India’s iconic SUV, the Mahindra Scorpio, took another step in stardom with the unveiling of a premium, special edition ‘Scorpio Coffee Table Book’ at the Auto Expo in Delhi today. Film actor Ajay Devgan - the Scorpio’s first customer, and Anand Mahindra, Vice-Chairman and Managing Director, Mahindra Group, took special pride in unveiling the book, which chronicles the journey of India’s best loved SUV since its launch in 2002.

In his foreword to the book, Mr. Anand Mahindra states, “In Mahindra & Mahindra, we have never believed that our business is to make cars. Rather, our business is to give shape to dreams and to create legends. Our dream is to become India’s first global cult brand and thereby create a unique niche for ourselves and for Indian cars, all over the world. We believe that the Scorpio was the beginning of our journey there. This volume chronicles a great adventure and a labour of love and it is a pleasure to share it with aficionados everywhere.”

“The launch of the Scorpio in 2002 signalled the coming of age of the automotive sector in India, and was a milestone for the country’s automotive industry. The Scorpio redefined the SUV space and continues to occupy a special place in the minds and hearts of more than 2,00,000 owners across the country. I am delighted to present the ‘Scorpio Coffee Table Book’, which is apt testimony to a vehicle that is now a cult brand,” **said Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd.**



The 'Scorpio Coffee Table Book' is available at leading book stores, Mahindra dealerships across the country, and also at the Mahindra Pavillion in Hall No. 2 at the Auto Expo in New Delhi.

In addition to the premium 'Scorpio Coffee Table Book', the other delights awaiting Scorpio enthusiasts at the Mahindra Pavillion include a Special Edition Scorpio with premium finish interiors and exteriors, a Mahindra Great Escape off road game starring Scorpio, a snazzy new Scorpio website, Scorpio-branded merchandise and much more.

The Scorpio's evolution

In 2002, the Scorpio was launched with much fanfare to international acclaim. This was followed by the Scorpio SLX in 2004, the Scorpio CRDe in 2005 and the All New Scorpio in 2006, which sported 43 new features. Not content to rest on its laurels, Mahindra launched the Scorpio VLX, LX and the Scorpio Getaway in 2007, the Scorpio Automatic in 2008 and the New Mighty Muscular Scorpio in 2009.

Over the years, the Scorpio has been ranked the best in automotive technology, safety, style and comfort and continues to 'rule the roads'. Each new model added a new chapter to the Scorpio's famous story of domination. The Scorpio is one of the most awarded automotive brands in the country and has won three "Car of the year" awards (BBC World's Wheels, CNBC Autocar, BS Motoring) in its launch year. It edged out most SUVs in the NFO customer satisfaction survey, and was applauded as a much-loved 'Olympic brand' consecutively in 2007 and 2008.

Going beyond the car itself, the Scorpio experience is woven into the cultural fabric of the country. A visible star on the silver screen, Scorpio has frequently dazzled moviegoers through its associations with a number of movies. For the Scorpio enthusiast, the S Collection offers a basket of fine quality branded merchandise crafted to the same demanding standards as the Scorpio itself. Adding to the Scorpio experience is the music album 'Full Throttle', a foot tapping collection of songs brought out by Scorpio, in collaboration with Times Music. And resonating vividly with the Scorpio devotee is the heady, pulsating song 'Nothing else will do'.

The magic of Scorpio is reflected in the array of impromptu fan clubs initiated by customers over the years. The brand is also strongly represented by its customers in the virtual world: from thriving Scorpio communities on the web, to Scorpio owners exchanging notes and sharing online travelogues on blogs and forums. Its popularity has been further elevated by customers who engage with the brand constantly through various events and experiential touchpoints.

The Scorpio is currently the largest selling premium SUV in the country, and crossed the 2,00,000 milestone in early 2009.

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,



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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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