# India's Safest Car - Mahindra XUV300 becomes the first ever Indian car to receive Global NCAP's 'Safer Choice' award

*Auto*

*Author : mahindraadmin  Category : Auto  Published : 2/2/2020*

*Demonstrated highest level of safety of global standards*

**Mumbai, February 17, 2020:** Mahindra & Mahindra, part of the USD 20.7 billion Mahindra Group, today announced that its compact SUV, the **XUV300** received **Global NCAP's 'Safer Choice'** award for being the safest car in India. The XUV300 is also the first ever car in India to receive this award, having exceeded all safety standards typically offered by global car manufacturers. This prestigious accolade is only available to automakers achieving the highest levels of safety performance for cars sold in India.

Global NCAP has completed safety assessments on more than thirty-eight vehicles between 2014 and 2020, and amongst them, Mahindra XUV300 is the first ever car which has achieved **"Safer Choice"** award as part of the **#SaferCarsForIndia** campaign.

Last month the Mahindra XUV300 achieved a **5-Star** Global NCAP rating for adult occupant protection and First-in-India **4-Star rating** for child occupant protection. It has the highest combined occupant safety rating for any car tested in Global NCAP's **#SaferCarsForIndia** campaign till date. In addition to 5-star requirements, the Global NCAP's Safer Choice Award demands a higher level of safety through compliance to both Pedestrian and Electronic Stability Control performance requirements, which the Mahindra XUV300 has met. Most importantly, the XUV300 has demonstrated highest level of safety of global standards and in some cases has even exceeded safety standards typically offered by car manufacturers of developed countries.

According to **David Ward, CEO and President of Global NCAP**, "This is a historic moment for Mahindra and the Indian auto industry, marking a tipping point in vehicle safety performance for the country. After setting our 'Safer Choice' Award challenge in 2018 it is deeply satisfying to see an Indian automaker taking a lead on safety in this way."

Commenting on this achievement, **Rajan Wadhera, President-Automotive, Mahindra & Mahindra Ltd.** said, "This is a proud moment for Mahindra as the XUV300 receives Global NCAP's **'Safer Choice'** award for being the safest car in India, an accolade only available to automakers achieving the highest levels of safety performance for cars sold in the country. Mahindra XUV300 is the first ever car to score **5 star** for adult occupant rating & a **4 star** Global NCAP child occupant protection rating, thereby qualifying for and

winning the **“Safer Choice”** award. I am sure that this recognition, will further spur us, to achieve the highest safety for our entire range of vehicles."

**FORTRESS-LIKE SAFETY IN XUV300**

The Mahindra XUV300 with its many first-in-segment safety features including **7 airbags, disc brakes on all 4 wheels, front parking sensors and heated ORVMs,** offers fortress-like safety that is unmatched. Today the XUV300 has established a new benchmark in terms of vehicle safety in India having been awarded a 5-star rating by Global NCAP, the umbrella body of consumer car safety testing bodies. The official Global NCAP test for the Mahindra XUV300 was conducted in Germany recently.

The XUV300 offers **Best-in-Segment** safety features*:

1. **First-in-segment** 7 airbags including knee airbag, dual-front, side and curtain airbags
2. **First-in-segment** disc brakes on all 4 wheels (Among Sub 4-metre Compact SUVs).
3. **First-in-segment** front parking sensors
4. **First-in-segment** heated ORVMs
5. Electronic stability program with Dynamic Steering Torque, Hydraulic Brake Assist, Roll-over Mitigation and Traction Control, together with Hill Start Assist.
6. ABS & EBD standard across all variants
7. Front & rear fog lamps
8. ISOFIX child seat with top tether mounts
9. Tyre-tronics (Tyre pressure & temperature monitoring system)

10. Seat belt reminder on front seating positions
11. 3-point seat belt on all out-board seating positions

**About the Safer Choice Awards & Safer Cars for India Campaign**

Global NCAP launched the 'Safer Choice' Award challenge at the Delhi Auto Expo in 2018. To qualify for the coveted award a car model must meet all of the following requirements:

- The model must achieve a 5-star score for Adult Occupant Protection in accordance with the latest version of the Global NCAP New Market Test protocol.
- The model must achieve at least a 4-star result in Child Occupant Protection in accordance with latest version of the Global NCAP New Market Test protocol.
- The model must offer Electronic Stability Control (ESC) and meet performance requirements according to United Nations Regulations UN13H, UN140 or GTR9. Where optional, ESC must be available on all the model variants, sold separately without any 'bundling' with other features, and as from 2 years onwards must be a standard fit to at least 20% of the sales volume in the country.
- The model must meet Pedestrian Protection requirements according to United Nations Regulations UN127 or GTR9. which must be validated on market units at a Global NCAP designated testing laboratory.
- Conformity with all of these requirements must be validated at a Global NCAP designated laboratory and by the provision of type approval certificates where applicable.

The #SaferCarsForIndia campaign was launched by Global NCAP in 2014 with the objective of promoting safer vehicles in the country. Between 2014 and 2020 Global NCAP has completed more than thirty-eight safety assessments which have acted as an important catalyst in the safety improvement of Indian cars. www.globalncap.org

**Please use the following hashtags/handles for social media updates:**

#SaferCarsForIndia

#SafestXUV300

#MahindraXUV300

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**About Mahindra**

The Mahindra Group is a USD 20.7 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 agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 240,000 people across 100 countries.

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

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