Mahindra Adventure breaks boundaries with TriNation Escape

Auto

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- *Convoy of 33 Mahindra SUVs to drive through India, Nepal and Bhutan*
- *Expedition flagged off from Lucknow on November 15, 2019*

Mumbai, 16 November, 2019: Mahindra & Mahindra Ltd (M&M), India's leading SUV manufacturer, is all set to bring back the adventure of a lifetime with the return of the TriNation Escape, a 3,000 kilometre overland expedition that winds its way through three countries, India, Nepal and Bhutan.

Organised by M&M's Mahindra Adventure brand, this 12-day expedition, comprising a convoy of 33 Mahindra SUVs, set off from Lucknow today. It will cross over into Nepal, and then Bhutan, before culminating in the Indian town of Siliguri on November 25, 2019.

According to **Mr. Bijoy Kumar Y, Chief of Adventures, Mahindra & Mahindra Ltd.,** "Borders at the end of the day are nothing more than lines on a map. They don't have to be barriers. Far from it, they can instead serve

as gateways, enabling us to discover whole new cultures. Rather than push people apart they can in fact unite us in our curiosity about different places, peoples and ways of life. Through the TriNation Escape, we want to demonstrate that borders can exist without boundaries all while packing the dose of adventure our expeditions have come to be known for."

The TriNation Escape will not only evoke a sense of adventure but also the past, a time when borders were crossed by land, a time before airplanes, an age when borders had no boundaries. It will recreate that same romanticism, blending adventure and culture in a heady and truly memorable experience.

The convoy of Mahindra SUVs will crest soaring mountain passes, stop off at quaint hill side villages, cross bustling cities, and historic capitals so that participants can immerse themselves in a town or city's cultural essence.

Crossing two international borders, exploring new places on four-wheels, the TriNation Escape will be as much about breaking down mental boundaries and cultural stereotypes, as crossing physical borders. A 12-day road trip across three countries will surely create memories that participants shall remember for a lifetime.

About Mahindra Adventure

A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand with a series of self-drive overland adventure expeditions organized under its banner.

Mahindra Adventure was launched as an independent entity for all adventurous activities, in 2011, headed by Bijoy Kumar Y, Chief of Adventure Initiatives. He is a motoring enthusiast and the erstwhile editor of a popular motoring magazine.

The Mahindra Adventure calendar comprises a series of experiential marketing events throughout the year such as the popular off-roading event, the Great Escape, several Challenges (sporting events in keeping with the company's promise of providing adrenaline pumping challenges), Multi-Day Special Escapes, such as the Monastery Escape (10 days), TriNation Escape (10 days), One lap of Iran (9 days), Himalayan Spiti Escape (10 days), The Snow Escape (7 days) & the Summit - a drive to the Everest base camp (14 days).

Mahindra Adventure Off-road Training Academy at Igatpuri is 28-acre facility, India's first dedicated facility providing a one stop solution to learning everything about a Mahindra 4WD vehicle and how to use it to its full potential. Through this, we hope to leverage the brand's off-road heritage, showcase the vehicles abilities and give the participants the confidence to explore the limits of the vehicles. Custom-made Mahindra Thars equipped with radio sets are exclusively used as training vehicles at the facility.

For more details on Mahindra Adventure, you can visit http://mahindraadventure.com/

Facebook: https://www.facebook.com/MahindraAdventure/

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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, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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

Media contact information:

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com

Tags :

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