Mahindra First Choice Wheels Introduces "Edition"

Emerging

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India's First Premium Used Cars Franchise Network

Mumbai, September 24, 2018: Mahindra First Choice Wheels, India's leading multi-brand certified used car company today launched its "Edition" brand, the country's first Premium used cars franchise network.

The first "Edition" store opened in Juhu, Mumbai and with an eye popping assortment of premium car brands including Mercedes Benz, BMW, Audi and Jaguar. To make the deal really sweet for customers, there is a comprehensive warranty coverage for its vehicles ensuring complete peace of mind for buyers.

Commenting on the launch of "Edition", **Rajeev Dubey, Group President (HR & Corporate Services) and CEO (After Market Sector), Member of the Group Executive Board, Mahindra Group,** said, "Aspirational buyers with rising disposable incomes are increasingly looking to upgrade to premium car brands. 'Edition' offers them a unique opportunity to acquire their favourite car brand at a much more accessible price."

According to **Ashutosh Pandey, CEO, Mahindra First Choice Wheels,** "The launch of 'Edition' is yet another pioneering move by Mahindra First Choice Wheels. It will help to drive our future growth by expanding our product portfolio and giving us access to an entirely new customer segment."

Mahindra First Choice Wheels is currently India's No. 1 Multi-brand Certified Used Car Company, with over 1200 outlets across 500+ cities. It offers Certified Used Cars with Warranty and making the entire process of buying and selling used cars more transparent and hassle-free. The company has a comprehensive 118- point quality inspection and refurbishment process that ensures its vehicles are of the highest quality.

About Mahindra First Choice Wheels

Mahindra First Choice Wheels is a dominant player in the Indian used vehicle eco system providing products and services to cater to the needs of retail and wholesale customers utilizing its "on-theground" and "in-the-cloud" capabilities.

The company's unique business model has also been acknowledged by external investors. The company has raised funding from Silicon Valley based Hedge Fund, Valiant Capital and Cox Automotive, a $17 Billion US based enterprise providing digital marketing, classifieds, software, wholesale and eCommerce solutions to dealers, consumers, manufacturers and financial institutions. Its brands include Manheim®, Autotrader®, Kelley Blue Book®, Dealertrack®, vAuto®, Xtime®

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Tags :

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