Mahindra introduces a new range of Accessories & Merchandise for the All-New Thar

Auto

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Exciting line-up underscores All-New Thar's superior performance, design, comfort and safety

- Range to enable owners make a **personal statement**
- Accessories help bring out the **true off-road experience** while providing greater **safety**
- Offerings will be available at **Mahindra Authorized Showrooms** and Mahindra's e-store M2ALL

Mumbai, October 12, 2020: Mahindra & Mahindra Ltd, a part of the USD 19.4 billion Mahindra Group, today, Introduced an all-new range of accessories and merchandise for the All-New Thar. It has been put together keeping in mind the sporty and adventurous lifestyle of Thar owners and fans.

The line-up includes:

- Exterior embellishments that dial-up the All-New Thar's timeless design

- Interior add-ons that give the cabin a signature look while also enhancing everyday comfort and convenience
- Technology that helps owners realize the true off-road experience while providing greater safety

Thar owners identify their vehicles as an extension of their own identity. Which is why the range of accessories for the All-New Thar will help them personalize it in their own unique way to make a veritable statement. Mahindra's accessories range supplements the Thar's supreme off-road capabilities, enabling owners to truly explore the impossible, while the merchandise range brings the Thar brand closer to its fans, enabling them to express their admiration for it.

The variety of accessories on offer mean that no two Thars need be the same. Chrome and Piano Black appliques, body-cladding and stylish alloy wheels enhance the imposing, purposeful yet contemporary nature of the All-New Thar's iconic design. The Portable Grip-track, Wireless Hand-controlled Winch, High-lift Jack, boost the All-New Thar's already impressive off-road capabilities, while the Roof-top Tent Kit, Tail-mounted Snack Tray and a plethora of Camping Equipment make those off-road adventures even more fun-filled.

Complementing the Accessory range is the Merchandise range that includes casual yet smart and premium-quality indoor and outdoor apparel and other useful items to complete the Thar experience.

All-New Thar's range of merchandise and accessories will be available at all Mahindra Authorized Showrooms as well as Mahindra's very own e-store m2all.com and the offerings will also be attractively priced.

LIST OF ACCESSORIES AND MERCHANDISE AVAILABLE ON THE ALL-NEW THAR

About Mahindra

The Mahindra Group is a USD 19.4 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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Tags :

Mahindra All-New Thar Accessories & Merchandise