Mahindra launches Alfa Passenger in Chandigarh

Auto

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New age Passenger 3 wheeler offers a host of new & innovative technology features

Chandigarh: Mahindra & Mahindra Ltd. (M&M), one of India's leading automotive companies, today unveiled the Alfa Passenger, an ergonomically designed, modern diesel 3 wheeler, which is set to redefine its segment with best-in-class features. The Alfa is available for Rs. 129500.00 ex showroom.

'The new Alfa Passenger 3 wheeler is the first vehicle in its segment which is truly designed and developed by customers. The Alfa is based on extensive customer feedback and incorporates a host of special features which will ensure a smooth and comfortable ride for passengers as well as the driver. In fact, the latter will benefit the most as he often has to drive his vehicle for approximately 200 km a day which can be a very tiring experience,' said Mr. Vivek Nayer, Vice President – Marketing (Auto Sector), Mahindra & Mahindra Ltd. at the launch of the Alfa Passenger.

The Alfa Passenger offers several customer-centric features which add greater value to the vehicle:

Spacious Cabin for both Driver and Passenger: The Alfa's Spacious Passenger Cabin is its USP over competition. The Floor Panel is 20 percent larger, while overall height is around 10 percent more as compared to the competition. This ensures more head room, shoulder room & Leg space for the passenger. The driver also benefits from greater cabin space and more leg room, resulting in a comfortable ride.

Sitting Comfort: Ergonomically designed, best quality non – setting foam material seats provide a greater level of comfort as compared to the PU+PE Material available in vehicles in the same category.

Less Vibration and Low Noise Level: The Engine of the new Alfa has low noise levels and vibrates far less, as compared to the competition due to improved mounting.

Stylish Vehicle: The Alfa Passenger's stylish, aerodynamic design Strong Superstructure consisting of thick, interconnecting tubes, ensure it stands apart from the crowd.

In addition to the above features, the special snorkel allows intake of fresh air to the engine, increasing its life span. The wide wheel base ensures greater vehicle stability, while, the Alfa's sturdy and durable nature ensures it does not buckle under heavy loads.

The Alfa is one of the most successful brands from the commercial vehicle stable of Mahindra & Mahindra and offers features that are best in its class. The Alfa is part of M&M's leading range of commercial vehicles, which includes successful brands like Alfa Cargo three wheeler and the MaXX Maxi truck. The company will add to this line-up with the forthcoming launch of the CNG and LPG versions of the Alfa in the cargo and Passenger Segments.

With annual sales of approximately 2.2 lakh vehicles, the 3 wheeler, 3 seater passenger category is a big potential market and is expected to grow further on account of infrastructure development and increasing transportation needs. The 3 wheeler 3 Seater (passenger) industry grew by 2% in F08 over F07. However, while the petrol segment declined, the diesel segment grew (In which Alfa Passenger has been launched) by 18 percent YoY. The other major segment contributing to overall growth is the gas segment which grew by 42 percent YoY.

Presently, Diesel sales contribute to around 62 percent of the total sales of this category, while petrol contributes to 22 percent and gas (LPG and CNG) contributes to 16 percent.

About The Mahindra Group

The US $6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won 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. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has

ranked the Mahindra Group in its Top 200 list of the World's Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies.

Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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