Mahindra introduces FuelSmart system in Bolero & Scorpio SUV's

Auto

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New Delhi: Mahindra & Mahindra Ltd. (M&M), India's leader in utility vehicles, today launched the path-breaking FuelSmart system for Scorpio M2DI and Bolero SLX BS3 variants in the Indian market. The Mahindra FuelSmart system with Micro-Hybrid technology is a technological innovation developed by the Mahindra Research & Development team with the support of M/S BOSCH. This technology enables the SUV's engine to switch off automatically at a traffic light when idle and in neutral gear and the engine starts seamlessly once the driver depresses the clutch before moving forward.

The system is based on the simple principle of not burning fuel when it is not required. It automatically detects moments, during the drive, when the vehicle is idle and stops the engine. This conserves fuel, leading to reduced running costs, and also leads to reduced emissions. FuelSmart technology, thus, marks another innovative first by one of India's leading auto companies.

Congratulating the Mahindra Group on its latest innovation, Mr. Murli Deora, Honourable Union Minister for Petroleum and Natural Gas, said, 'I am honoured and delighted to be a part of this historic & pioneering launch. Innovative technologies like the Mahindra FuelSmart system with Micro Hybrid technology will help the government achieve its sustainable energy goals. Initiatives such as this will serve as a benchmark in India's sustainable energy programme. Today, global warming and pollution have become impediments in the face of development and we can overcome their adverse effects through path breaking technologies like the Mahindra FuelSmart system with Micro Hybrid technology.'

'The Mahindra FuelSmart system with Micro Hybrid technology reflects our commitment to sustainable growth. This initiative is part of our Sustainable Mobility Solutions programme which seeks to pioneer technologies that are not only fuel-efficient and innovative, but also environment friendly. The recent uncertainty in crude oil prices across the globe is a serious cause for concern and the Mahindra Micro Hybrids present a unique solution to mitigate the problem,' said Mr. Keshub Mahindra, Chairman, Mahindra Group.

'This pioneering technology is very relevant to India. It was specially created keeping in mind the heavy traffic congestion drivers have to face on our roads today. An incremental cost of only Rs. 3,800 makes the highly advantageous Mahindra FuelSmart System quite affordable. Therefore, it can be used across a large number of vehicles and make a significant difference

to energy consumption,' said Dr. Pawan Goenka – President, Automotive Sector, Mahindra & Mahindra Ltd.

How the FuelSmart system with Micro Hybrid technology works:

Graphic Representation:

The Mahindra FuelSmart system with Micro Hybrid technology switches off the vehicle's engine after it has come to a complete halt. For example, if the vehicle comes to a halt at a traffic signal and is in neutral, the engine will shut down automatically after 10 seconds. Just before stopping, the indicator light located in the instrument cluster will blink, indicating that the engine is going to stop shortly. Once the signal turns green and the driver presses the clutch pedal, the engine starts immediately for continuing the journey.

In addition to fuel efficiency, the system also has other advantages. Since the engine is switched off during traffic signals / traffic jams, release of a considerable amount of carbon dioxide into the atmosphere is avoided. This mitigates the adverse effects of global warming, thus helping to provide us with a cleaner environment to live in.

The system also monitors health of the battery, safety requirements and the engine temperature, etc. for a trouble-free performance.

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.

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. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of only four Indian companies to receive an A+ rating from the Global Reporting Initiative (GRI) for its first Sustainability Report.

Tags :

FuelSmart | Bolero | Scorpio | SUV