Mahindra launches lifestyle SUV Scorpio Getaway

Auto

Author : mahindraadmin Category : Auto Published : 6/20/2007

Perfect 'getaway' vehicle for the affluent young Indian with a love for outdoors, adventure & sports

CHANDIGARH: Mahindra & Mahindra, the leader in the utility vehicle segment, yesterday launched its global lifestyle SUV Scorpio Getaway in India. The Getaway is a new category creating offering from the Scorpio stable.

The new lifestyle product is based on the Scorpio platform and sports a grand deck that can carry various equipment & gear as per your lifestyle needs. It exudes ruggedness and style and is an extension of the go-getting persona of young Indians who do not shy of flaunting their success & lifestyle.

'The new Scorpio Getaway packs the DNA of the Scorpio into a lifestyle SUV. This vehicle complements the lifestyle of a growing breed of young adventurous Indians who work hard and play hard. They refuse to compromise luxury and style while requiring a vehicle that can take them

and their gear around in comfort as per their lifestyle needs.' said Mr. Rajesh Jejurikar, EVP, Sales & Marketing, Mahindra & Mahindra.

The fact that the Scorpio Getaway was the first Indian lifestyle SUV to have a maiden global launch is an apt testimonial of its global appeal. The India launch follows the success of the vehicle in South Africa a little less than a year ago and in Australia in the recent past.

'The Scorpio Getaway marks a milestone in M&M's evolution as a maker of global vehicles for the Gen-Next Indian whose passion & lifestyle drives his choice of wheels. Its macho build makes it a perfect lifestyle SUV for those who take the tarmac to the high rise and the roadless terrain with equal aplomb,' Mr. Jejurikar said.

The Scorpio Getaway is available in 2WD and 4WD options and comes in 4 attractive colours. It pumps its power from its 2600cc common-rail diesel engine (CRDe). The Scorpio Getaway 2WD 'Double Cab' would be priced at Rs. 7,05,246 (ex-showroom Chandigarh) and Rs 6.99 lakh (ex-showroom Navi Mumbai).

Product, Design & Features

The Scorpio Getaway lifestyle SUV is a direct result of intensive testing and development of the Scorpio platform and the innovative Mahindra manufacturing set-up. It shares the same unique Integrated Design and Manufacturing (IDAM) process that created the Scorpio SUV. In this sense,

the Scorpio Getaway offers Indian consumers a true internationally manufactured, world-class product.

The design focus of the Scorpio Getaway has been around providing maximum utility and convenience to the consumer through its grand deck, along with a cabin that boasts luxury, comfort and loads of space.

There are ample storage spaces with the spacious interior and standard features include power steering, air-conditioning, power windows, remote central locking & a voice assist system.

The instrument cluster has a contemporary look with all controls designed with ease of access and operation in mind. For security purposes, the Scorpio Getaway is fitted with an alarm and immobiliser, and offers keyless entry.

Performance

The Scorpio Getaway lifestyle SUV is powered by 2600cc common-rail diesel engine, designed in collaboration with AVL, Austria – global leaders in engine design. It delivers 115bhp at 3800 rpm and 28.3Kgm torque at 1800rpm. This results in more pulling power, even in lower gears, making it ideally suited for adventure travel.

It utilises a rack and pinion steering mechanism. Power steering is also standard and the steering column can be adjusted to fit each driver's unique driving position. The Scorpio Getaway boasts a relatively tight turning circle radius of 5.6 meters which makes it easily manoeuvrable.

The Getaway utilises ventilated brake discs in front, and drum braking in the rear. The vehicle offers independent front suspension, as well as a torsion bar with stabiliser. Rear suspension consists of progressive leaf springs and hydraulic shocks. It has a five-speed synchromesh manual gearbox.

An Olympic Brand

The Scorpio continues to set new milestones; recently it entered the portals of 'Olympic' brand category. Scorpio is the only four-wheeler in its class in India to have achieved this, which speaks volumes of the customers' faith in the brand. A recent brand equity study conducted by IMRB International, ranked the Scorpio in the highest level of its construct, the 'Olympic' category. An Olympic brand is one that is 'well known, well loved and has a large core following'.

About The Mahindra Group

The US $4.5 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top four tractor manufacturers in the world and is the market leader in multi-utility vehicles in India. The Group has a leading presence in key sectors of the Indian economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing

experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. 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. The Group recently made a milestone entry into the passenger car segment with Logan, a product of its JV with Renault SA. 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.

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