Mahindra launches-New Bolero Camper DX

Auto

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Bolero Camper DX offers Style, Comfort, Toughness & Economy with an unmatched sporty new look

Bolero Camper DX comes with AC, Independent Front suspension, Power steering & Plush interiors for enhanced customer comfort

Bolero Camper DX is powered by Mahindra's much sought after & trusted DI Engine with 5 Speed Transmission

Bolero Camper DX at prices starting from Rs. 5.43 Lakhs ex Showroom Ahmedabad

Ahmedabad: Mahindra & Mahindra Ltd., India's market leader in utility vehicles today launched the New Bolero Camper DX. The vehicle has been designed keeping in mind customer needs and aspirations in the pick ups category. The new Bolero Camper DX will cater to the growing segment of customers who want an aspirational multi utility personal pick up vehicle.

The Bolero Camper DX is priced at Rs. 5.43 lakh (ex-showroom, Ahmedabad).

Mr. Vivek Nayer, Vice President – Marketing, Auto Sector, M&M, said, 'With the launch of the New Bolero Camper DX, M&M has further strengthened its presence in the pick ups segment. The innovative new features in the Bolero

Camper DX are based on extensive consumer feedback, reinforcing our customer-centric approach to business. We are confident that this vehicle will create a new category for entry level SUV pick ups. The Bolero Camper DX has been specially designed for the new Indian Consumer who demands style, comfort and performance in all his product choices. Progressive farmers, businessmen and traders will find this vehicle to be an ideal choice for all their personal and business needs.'

The vehicle is driven by the powerful 63 HP engine, seats 5 and is capable of carrying 710 kg of cargo. The Bolero Camper DX straddles style, convenience and performance with equal aplomb. The vehicle draws on the Bolero heritage of unmatched style, comfort and performance, combined with the ruggedness, utility and power of the Mahindra Pick Ups.

The power packed Bolero Camper DX comes with the following features:

- Stunning new looks
- Brand new grille and headlamps
- Plush car-like interiors
- Elegant new Instrument Panel
- Three stylish metallic colors
- Power steering
- Independent Front Suspension
- 5 speed Transmission
- Contemporary D Cals

Mahindra and Mahindra are leaders in the pick up category and command 77% share YTD. This superlative performance is credited to constant innovation and new product launches based on customer insights and multiple customer centric initiatives. The Bolero Camper DX has been specially designed for the new Indian Consumer who demands style, comfort and performance in all his product choices.

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 three tractor manufacturers 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 (Mahindra & Mahindra Financial Services Ltd, Mahindra Insurance Brokers Ltd., Mahindra Rural Housing Ltd.), trade and logistics (Mahindra Intertrade Ltd., Mahindra Steel Service Ltd., Mahindra Middleeast Electrical Steel Service Centre FZE, Mahindra Logistics) automotive components (Mahindra Forging, Mahindra Steel Products, Mahindra Composites), information technology (Tech Mahindra, Bristlecone),

and infrastructure development (Mahindra Lifespaces, Mahindra Holidays & Resorts India Ltd., Mahindra World City).

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.

Tags :

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