Mahindra launches Environment Friendly Bolero Pik-Up CNG in Delhi

Auto

Author : mahindraadmin Category : Auto Published : 7/17/2008

Delhi: Mahindra & Mahindra Ltd. (M&M Ltd.), one of India's leading auto brands and the market leader in the Large Pickup category, today unveiled the environment friendly Bolero Pik-Up Flatbed CNG. This is the first CNG Large Pickup model (1-1.5 tonne payload) to be introduced in the country and is priced at Rs. 5.42 lacs ex showroom Delhi.

The Bolero Pik-Up CNG is based on the popular Bolero Pik-Up Flatbed which is Mahindra's largest selling model in the Large Pickup category. Mahindra is the leader in this category with a market share of 83% in April - June 2008. The company's sales have grown by a huge 31%, as compared to 15% growth registered by the industry.

'In the recent past we have successfully launched the Alfa Cargo CNG in the small 3 wheeler cargo category and before that, the Champion CNG in the large 3 wheeler cargo category. We would now like to take this endeavour a step further by creating an eco-friendly vehicle in the Large Pickup segment.

The Bolero Pik-Up Flatbed CNG addresses the need of a large section of customers in Delhi for a pick up vehicle which is both fuel-efficient and environment friendly. It was developed as a part of our sustainable mobility solutions programme which illustrates M&M's commitment to the research, product development and advancement of the most cutting-edge technologies to bring about a cleaner and greener future.

The vehicle provides the largest load carrying capacity in its category. It also offers savings of up to 40% on operational costs, as compared to a comparable diesel vehicle. In fact, the Pik-Up can run for almost 300 km without requiring a refill. Moreover, a 75 bhp engine provides superior pulling power, even in loaded conditions,' said Mr. Vivek Nayer, Vice President – Marketing, Auto Sector, Mahindra and Mahindra Ltd.

The Bolero Pik-Up Flatbed CNG complies with BS III emission norms and incorporates state-of-the-art CNG technology. The vehicle has a single Electronic Control Unit which controls ignition, the fuel system and engine speed. While filling CNG, the engine will shut down completely and not start at all as a safety precaution. A battery cut-off switch is an added safety feature. The Bolero Pik-Up Flatbed CNG allows easy filling access and also sports both a user friendly CNG level indicator and a low fuel indicator.

In addition to the 'clean fuel' advantage, the Bolero Pik-Up Flatbed CNG offers several innovative features which benefit the customer. A ventilated cabin improves air circulation when the windows are rolled up which results

in increased comfort for both the driver and the passenger. The Load Compensating Valve adjusts the brake-force to the wheels, depending on the load being carried which ensures a greater level of control and safety.

The vehicle's Flat Cargo Body design makes the Pik-Up ideal for 'flat' goods like pipes, cartons, crates and boards. This allows the customer to transport a greater load quantity in one trip, making the vehicle very cost-effective.

CNG vehicles are known for very low operating cost and are thus very popular. The Government's increasing focus on developing CNG as a viable fuel, infrastructure development and increasing transportation needs will also result in rapid growth of this segment. Moreover, the popularity of CNG will increase in future not only due to rising fuel prices but also because of availability of CNG in major cities across the country.

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.

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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.

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