Mahindra Launches the Stylish & Thrilling New XUV300

Auto

Author : mahindraadmin Category : Auto Published : 2/14/2019

Fully Loaded With Segment-First Safety & Technology Features

Mumbai, February 14, 2019: Mahindra & Mahindra Ltd. (M&M), a part of the US $20.7 billion Mahindra Group, today launched its highly-anticipated new SUV, the XUV300 (pronounced as XUV 3 double 'Oh') at an **ex-showroom starting price of Rs. 7.90 lac** for the Petrol W4 variant and Rs. 8.49 lac for the Diesel W4 variant (one price applicable across India).

The XUV300's head-turning, cheetah-inspired design, 'fun-to-drive' performance, **best-in-segment safety features, first-in-segment hi-tech features** and class-defining interiors, make it an exciting & comprehensive package. It will be available in both petrol and diesel engine options.

The XUV300 comes in 3 variants W4, W6 and W8, and one optional pack on the W8 variant. It is available in 6 monotone colours & 2 dual tone colours: Red Rage, Aqua Marine, Sunburst Orange, Pearl White, Napoli Black, D-Sat Silver, Dual Tone White roof on Red Rage and Aqua Marine (only on W8

optional pack).

According to Anand Mahindra, Chairman, Mahindra Group "The XUV brand when launched in 2011 was an inflection moment in our automotive journey. Today, as we launch the XUV300, we take the aspirational levels higher. Based on the X100 platform of SsangYong, the XUV300 is a true blue global product which combines Korean technology with Indian innovation and finesse. The XUV300 would appeal to all, specially today's millennial, who would cherish the vehicle's funto- drive nature."

Speaking at the launch, Dr. Pawan Goenka, Managing Director, M&M Ltd. said "The XUV300 is our latest offering in the next generation of aspirational Mahindra vehicles, after the Marazzo and the Alturas G4. XUV300 represents a bold new direction for our automotive products, one that offers our customers unmatched quality and a truly refined user experience. The XUV300 is an all-new product that is built on a global platform that will delight customers."

Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd., mentioned, "The XUV300 is poised to emerge as a winner in the compact SUV segment with its unmatched safety features, impressive drivability & ride comfort, many segment-first hi-tech features, luxurious space to seat 5 people and best-in-segment fit and finish."

ABOUT THE XUV300

The XUV300 is a potent combination of cheetah-inspired design and breath-taking performance. Armed with free-flowing torque and nimble-footed manoeuvrability, the sheer joy of driving this SUV kicks in the moment you step on the accelerator pedal. All this, and an arsenal of **best-insegment** safety and technology features, make it one of the most exciting SUVs you'll find on Indian roads.

The XUV300 shares its platform with the SsangYong Tivoli which is a globally successful product that has sold over 2.6 lakh units in 50+ countries since its launch in 2015. The Tivoli has also received multiple safety and ergonomic awards including a Grade 1 safety award from the 2015 KNCAP (Korean New Car Assessment Program), automotive safety test.

EXHILARATING PERFORMANCE

Heart-stopping exhilaration comes in Petrol & Diesel turbo-charged powertrains that deliver bestin- segment torque. Whatever you choose, the XUV300 promises searing acceleration in an instant. Also, the 6-speed transmission efficiently utilises engine power and torque over a wide operating range, ensuring thrills throughout. That's not all, the XUV300 offers the perfect balance of comfortable ride and confident handling for unbridled driving pleasure.

1. 1.5L **Turbo Diesel** engine with electronic variable geometry charger: 85.8KW (115 BHP)power & 300 NM torque
2. 1.2L **Turbo Petrol** engine: 81KW (110 BHP) power & 200 NM torque
3. 6-speed transmission

4. **First-in-segment** Smart Steering System: 3 steering modes allow you to customise the steering effort to suit your driving requirements. With the Comfort mode, glide through city traffic with ease. Or, satiate your need for thrill and adrenaline rush with the Sport mode.

FORTRESS-LIKE SAFETY

The XUV300 offers **Best-in-Segment** safety features.

1. **First-in-segment** 7 airbags including a knee airbag, dual-front, side and curtain airbags
2. **First-in-segment*** disc brakes on all 4 wheels (*Among Sub 4 meter Compact SUVs).
3. **First-in-segment** front parking sensors
4. **First-in-segment** heated ORVMs
5. Electronic stability program with Dynamic Steering Torque, Hydraulic Brake Assist, Roll-over Mitigation and Traction Control. Together with Hill Start Assist.
6. ABS & EBD standard across all variants
7. Front & rear fog lamps
8. ISOFIX child seat mounts
9. Tyre-tronics (tyre pressure & temperature monitoring system)
10. Seat belt reminder for all seats
11. 3-point seat belt on all seats

CUTTING EDGE TECHNOLOGY

The XUV300 is home to an array of hi-tech features that take the driving experience to a whole new level. The XUV300 allows you to adjust the air temperature to create separate, customised environments for the driver and front passenger. With 3 memory slots for your preferred setting, you won't

waste time prepping up for your joyride.

1. **First-in-segment** Dual-Zone Fully Automatic Temperature Control
2. 17.78 cm (7") Touchscreen Infotainment system with GPS navigation, Apple Car Play & Android Auto, ECOSENSE Technology with social media connectivity, Micro Hybrid system
3. Push Button Start/Stop
4. Rear Parking Camera with dynamic assist & 3 park assist modes
5. Steering-Mounted Phone & Audio Controls
6. Blue Sense APP with smart watch connectivity
7. Cruise control
8. Auto-dimming IRVM
9. Multi-colour configurable instrument cluster
10. Tyre position display

HEAD-TURNING, CHEETAH-INSPIRED DESIGN

With its aggressive front grille, chiselled body and imposing stance, the XUV300 always looks ready to charge. Its projector headlamps and striking LED Daytime Running Lamps leave a lasting impression. While its unique LED tail lamps create an indelible visual signature. Add to this the sporty, 43.18 cm Diamond Cut Alloys, and you have an SUV that meets every demand of the urban jungle, in style.

1. Stylish dual-tone colours (only on W8 optional pack)
2. Floating roof design
3. Striking led DRLs
4. Aggressive front grille
5. Unique LED taillamps
6. Sporty 43.18 cm diamond cut alloys

7. Classy dual-tone roof rails
8. Sturdy side cladding

INDULGENT CABIN

Ample space welcomes you inside the XUV300. Its spacious cabin, with **Best-in-Segment** width of 1,821mm, **Longest-in-Segment** wheelbase of 2,600mm and a flat floor can comfortably seat 3 passengers in the 2nd row. While the finely crafted, dual-tone dashboard and a sophisticated, electric sunroof with anti-pinch function, elevate the standard of luxury to new heights. Premium leatherette seats with well-designed bolsters, a leather-wrapped steering wheel and a racing ready gear knob await you.

1. Electric sunroof with anti-pinch function
2. Premium grey leatherette upholstery
3. Leather-wrapped steering & gear knob
4. Dual-tone black & beige dashboard
5. Height-adjustable driver seat
6. 60:40 2nd row split seat
7. Flat floor in 2nd row
8. Adjustable boot floor
9. Height-adjustable front seat belts
10. Thoughtful storage spaces: multi-purpose central console storage, illuminated glove box, bottle holders on all doors, cupholders in rear centre armrest

XUV300: SYNOPSIS OF KEY FEATURES

BEST-IN-SEGMENT SAFETY FEATURES:

1. **First-in-segment 7 Airbags, All 4 disc brakes, Front Parking Sensors, Heated ORVMs**
2. Electronic Stability Program with Roll Over Mitigation & Hill Start Assist
3. ABS & EBD Standard Across All Variants
4. Front & Rear Fog Lamps
5. ISOFIX Child Seat Mounts
6. Tyre-tronics (Tyre Pressure & Temperature Monitoring System)
7. Seat Belt Reminder For All Seats

BEST IN SEGMENT TORQUE:

1. Available in Petrol and Diesel engine options
2. **Highest Torque in segment** of 300 Nm for Diesel & 200 Nm for Petrol
3. Segment highest power of 115 BHP from **Turbo-charged** 1.5L Diesel engine
4. Comparative power of 110 BHP from **Turbo-charged** 1.2L Petrol engine
5. 6-speed Transmission

FIRST IN SEGMENT HI-TECH FEATURES:

1. **First-in-segment** Dual-zone FATC, Heated ORVMs, Smart Steering System with Normal, Comfort & Sport Modes, ECOSENSE Technology, Micro Hybrid Technology
2. Electric Sunroof with Anti-Pinch function
3. 17.78 cm Touchscreen Infotainment with GPS Navigation, Apple CarPlay & Android AutoTM
4. Push Button Start/Stop
5. Rear Parking Camera With Dynamic Assist
6. Power Foldable ORVMs with LED Turn Indicators
7. Steering Mounted Phone/ Audio Controls & Cruise Control

8. Blue Sense APP with Smart Watch Connectivity
9. Smart Rain & Light Sensors

CHEETAH-INSPIRED DESIGN:

1. Aggressive, Chrome Front Grille
2. Projector Headlamps with Striking LED DRLs & Stylish LED Tail lamps
3. Sporty 43.18 cm Diamond Cut Alloys
4. Floating roof design, Classy Dual-Tone Roof Rails & Sturdy Side Cladding

CLASS-DEFINING INTERIORS:

1. **Widest in segment (1,821mm) with longest wheelbase of 2,600mm.** Luxurious space for 3 passengers in the rear
2. Premium Leatherette Upholstery plus Leather-wrapped Steering/ Gear Knob
3. Chrome Inside Door Handles
4. Dual-Tone Black & Beige Dashboard
5. Height-Adjustable Driver Seat
6. 60:40 2nd Row Split seat, Flat Floor In 2nd Row

Social Media Handles:

Please visit: **https://mahindraxuv300.com/** for more details and images.

- **Facebook** – @mahindraXUV300
- **Twitter** – @MahindraXUV300
- **Instagram** – @mahindraXUV300
- **Hashtags** - #MahindraXUV300, #XUV300

About Mahindra

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

Media contact information

Mohan Nair

Vice President (Communications)

Mahindra & Mahindra Ltd.

Landline – + 91 22 28468510

Email – nair.mohan@mahindra.com

Tags :

Mahindra XUV300 | XUV300 | global platform | engineering excellence | Compact SUV | segment first features | Stylish SUV | Thrilling performance | fully loaded | Segment-First Safety | Hi-tech features