Mahindra new global SUV project codenamed W601 to be branded XUV700

Auto

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- *Built on an all new platform which will carry forward the new generation of authentic and aspirational Mahindra SUVs*
- *Geared to raise the bar on sci-fi technology, spirited performance and world class safety*
- *Available in a range of Diesel and Gasoline engines, Manual and Automatic transmissions, along with optional AWD capabilities*
- *Slated to launch in Q2 FY2022*

Mumbai, April 8, 2021: Mahindra & Mahindra Ltd. (M&M), a part of the US $19.4 billion Mahindra Group, today unveiled the brand name of its much-awaited SUV, built on the W601 platform, as the XUV700 (pronounced as XUV, 7 double 'Oh').

The XUV700 is an all new, authentic, global SUV set to redefine benchmarks in the SUV segment and get your hearts racing with its sci-fi technology, spirited performance and first-in-class features. The XUV700 will also come with world class safety features, reaffirming Mahindra's commitment

towards safety. It will offer both Diesel and Gasoline engines in Manual and Automatic transmissions, along with optional All-Wheel-Drive (AWD) capabilities.

Speaking on the brand name announcement, Veejay Nakra, CEO – Automotive Division, M&M Ltd. said, "The XUV700, one of the most awaited offerings from Mahindra is sure to hit the sweet spot with customers. Built on the new W601 platform, XUV700 marks the beginning of the next generation of sophisticated and authentic Mahindra SUVs which will offer an adrenaline rush like never before."

Speaking about the vehicle, R Velusamy, Chief of Global Product Development, M&M Ltd. said, "A young, passionate team with an obsession for excellence has created the All New XUV700. The XUV portfolio has always stood for creating disruptions and setting new benchmarks with models such as the XUV500 and the XUV300. The XUV700 is built on an all new global SUV platform W601, with expert partners across the world and will boast of first-in-segment technologies and features."

The XUV700, which is slated to be launched in Q2 FY2022, will be manufactured at the company's manufacturing facility at Chakan in Maharashtra.

Social Media Addresses for Mahindra XUV700:

Brand website - https://auto.mahindra.com/suv/xuv700

- Facebook – @mahindraxuv700
- Twitter – @MahindraXUV700
- nstagram – @mahindraxuv700
- YouTube – Mahindra XUV700
- Hashtags:
  - #XUV700
  - #HelloXUV700
  - #MahindraXUV700
  - #MahindraW601

About Mahindra

The Mahindra Group is a USD 19.4 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 enjoys 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 renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000 people across 100 countries.

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

Tags :

XUV700 | Mahindra | W601 | new global SUV | Veejay Nakra