Mahindra Racing reveals season 8 race car

Brand

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- Mahindra Racing's Season 8 race car unveiled: The M7Electro, powered by ZF, features an all-red livery embellished with Mahindra & Mahindra refreshed identity
- The global unveil of the brand-new Mahindra wordmark and Born EV logo reflects the marque's focus and commitment to the electric revolution
- Shell and Maurice Lacroix extend team partnerships
- Team certified ISO 14001 as it continues to lead the way as Champions of Sustainability

Mumbai, November 18, 2021 - Ahead of season 8 of the ABB FIA Formula E World Championship, Mahindra Racing unveiled its new car with a refreshed brand identity at the new state-of-the-art ZF factory in Shirley, Birmingham, UK. Team Principal Dilbagh Gill, along with drivers Alexander Sims and Oliver Rowland, joined Mahindra & Mahindra's Chief Customer and Brand Officer Asha Kharga for the event.

Revealing the new Mahindra wordmark and logo for the Born EV cars portfolio for the first time as it is globally unveiled, **Asha Kharga, Chief Customer and Brand Officer, Mahindra & Mahindra Ltd.,** said, *"The new dynamic Mahindra wordmark reflects the sleeker, more tech-focused Mahindra of today. The new Born EV logo is electric-in-motion, it feels like a force of red and silver energy passed by high-speed. It reflects our focus and commitment to the electric revolution. By sporting the new identity, the race team has become the first of Mahindra companies to have its assets adorned with the new brand identity elements."*

Mahindra's design division, Mahindra Advanced Design Europe (M.A.D.E.) has been instrumental in creating the 'Born EV' platform. Mahindra Racing, competing at the pinnacle of global electric racing, is helping accelerate Mahindra's global EV vision by bringing knowledge and technology from the sport to road vehicles in its 'Race to Road' technology programme.

Continuing to lead the way as Champions of Sustainability, Mahindra Racing is also proud to announce yet another accolade to its roll call of achievements. Following a successful audit process, the team has received official ISO 14001:2015 certification. ISO 14001 is an internationally agreed standard that sets out the requirements for an Environmental Management System (EMS). It helps organisations improve their environmental performance through more efficient use of resources and reduction of waste, gaining a competitive advantage and the trust of stakeholders.

The M7Electro will take on its final year of racing before the Gen3 cars replace the current Gen2 from Season 9 onwards. This season will see the continuation of competition of the car powered by the ZF powertrain and utilising the dedicated e-transmission fluid developed by Shell for optimised on-track performance. These key technical partnerships that debuted during season 7 saw the team achieve first race victory, four podiums, nine Super Pole appearances, number one Pole Position and second Group Qualifying Poles.

Season 8 sees a new phase of the team's partnership with Shell, as it extends and strengthens its relationship with Mahindra Racing on a multi-year basis. The team is also pleased to announce an extension of its partnership with luxury Swiss watchmaker Maurice Lacroix, which continues as an official timekeeper.

Dilbagh Gill, CEO and Team Principal, Mahindra Racing, said, *"On the cusp of a new season, we are thrilled to reveal our new race car and are honoured to be unveiling the new Mahindra wordmark and Born EV logo. We head into our eighth year of competition, reinvigorated and working hand in hand to maximise our package with the fantastic partners we have, including ZF and Shell, whose technology forms key parts of our M7Electro."*

Nick Heidfeld steps away from his previous position as official Test and Reserve Driver but retains his role as Special Advisor to Mahindra Racing. Jordan King continues for a second year as Development Driver.

Alexander Sims, entering his second year as a Mahindra Racing driver, will compete in the #29 M7Electro, which fans have voted to be named as 'Rath' (which means chariot in Hindi). Alongside him in the #30, Oliver Rowland will join Mahindra Racing from Nissan e.dams, having achieved first victory and five podiums in his Formula E career to date. Fans have voted his car to be called 'Rowl with it' in this season.

Mahindra Racing will be in action alongside the other teams at the official pre-season test from November 29 to December 2, 2021, at the Circuit Ricardo Tormo in Valencia, Spain. Season 8 of the ABB FIA Formula E World Championship will start on January 28, 2022 with a double-header in Diriyah, Saudi Arabia, and will be the longest season in Formula E history, comprising 16 races.

About Mahindra Racing

Mahindra Racing is a founding team – and the only Indian team – to compete in the ABB FIA Formula E World Championship, the world's first all-electric street racing series. Mahindra Racing has an impressive stats sheet and is a multi-race winning outfit after scoring its breakthrough victory at the Berlin E-Prix in 2017. The squad is committed not only to pushing the limits of technology and innovation in the electric vehicle space but to addressing the impact of climate change; it was the first Formula E team to be awarded the FIA Environmental Accreditation Three-Star rating and is the only team to be certified Net Zero Carbon footprint, demonstrating best practice and

excellence in sustainability practices.

About Mahindra Group

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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Tags :

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