Mahindra scorpio,SUV & Pik-Up range launched in Brazil

Auto

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Sao Paulo: Mahindra & Mahindra (M&M), India's leading automotive brand with a growing global presence, today announced the launch of the Mahindra Scorpio SUV and its Pik-Up range (Single and Double cab) in Brazil, in partnership with Bramont-Montadora Industrial e Comercial de Veiculos Ltda.

A special state-of-the-art facility has been set up to assemble the vehicles with an annual capacity of 5,000. Body assembly will be undertaken by Usiparts, a Usiminas System company, while the chassis, suspension and engine (power-train) will be assembled by Bramont at its plant in Manaus (AM).

Speaking at the eve of launch, Mr. Pravin Shah, Executive Vice President, International Operations, said 'Mahindra has carved a distinct niche for itself in markets across the globe with its unique combination of rugged utility and style. The Brazilian economy and automotive industry is highly evolved and has strategic importance for Mahindra. This is the first assembly facility in

South America for the Mahindra Scorpio platform and helps consolidate our presence in the Mercosur region. Our partner Bramont has a professionally managed network of dealers which will ensure our success in the competitive Brazilian market.'

Elaborating on Bramont's association with M&M to launch the Scorpio in Brazil, Mr. Eduardo de Castro, Chairman, Bramont said, 'It is an honour for us to represent Mahindra in the fifth largest market in the world. Launching the Mahindra Scorpio in the Brazilian market is in tune with our objective of offering the customer world-class vehicles. We believe that the Mahindra Scorpio offers a strong value proposition that will make it a preferred vehicle in this market.'

The models introduced in the Brazilian market are powered by the 2.6 litre Mahindra Common Rail engine that delivers 110 hp. The models are available with 4X2 and 4X4 electronic shift on the fly and the engine conforms to Euro III emission norms. From 2009, Mahindra vehicles will be offered with a Euro IV compliant engine.

"We intend to provide the market with vehicles incorporating quality and technology of an international standard, offering customers a strong value for money proposition, Given the company's strong track record, Mahindra vehicles will be able to compete successfully in the Brazilian 4x4 diesel utility segment. ' said Mr. Jose Francisco de Oliveira Neto, General Manager of Bramont.'

Since its launch, the Mahindra Scorpio has not only emerged as the leader in the UV (Utility Vehicle) segment in India but has also won widespread industry acclaim. It has also won several prestigious awards from the automotive media, including the CNBC

Autocar Car of the Year Award, BBC Wheels Best SUV of the Year and Best Car of the Year awards and the BS Motoring Car of the Year Award.

Mahindra & Mahindra has been growing in stature as an international automotive major. Today, M&M has a global footprint with presence in major markets including South Asia, Middle East , Europe where Mahindra Scorpio is known as Mahindra Goa , Africa and in South America, where it is present in Chile and Uruguay. Over the past year, the Scorpio has been successfully launched in several markets, including Australia, Turkey and Ghana. Earlier this month, Mahindra launched the Scorpio SUV in Egypt, marking the commencement of its first assembly operations outside India. As part of its growing global footprint, one of India's favourite SUVs is poised to take on the most challenging market, the USA, in 2009.

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.

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.

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.

About BRAMONT- Montadora Industrial e Comercial de Veiculos Ltda

Specializing in production & assembly , Bramont, based in the Industrial hub of Manaus with a total area of over 100,000 square metres, develops specific lines of assembly for automotive products. With production capacity of 5,000 units per year (one shift of production) and 200 employees, the company began operations in 2005 and since then, has been constantly investing in infrastructure, human resources, and systems for assembly lines and production .

Bramont operates in the two wheeler and four wheeler segments and has entered into an agreement with Mahindra for production & assembly of its world class SUV, as well as its Pik-Up range (single and double cabin) in Brazil. Bramont has adopted a system of permanent technological upgradation and technical improvement in partnership with Mahindra, in order to ensure that vehicles produced in Brazil incorporate the same quality standards as those manufactured in India and exported to Europe and more than 25 countries across the world.

Tags :

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