Mahindra unveils CRUZIO, an all-new range of buses based on ICV platform

Auto

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- Unveils Cruzio at the Prawaas Exhibition, New Mumbai
- Styled & Designed by Mahindra to set new benchmarks in aesthetics, superior ergonomics, operational efficiency, best-in-class comfort and advanced safety features.
- Powered by the super-efficient, light weight, low friction MDI Tech engine, with FuelSmart technology.
- To be manufactured at Mahindra's Zaheerabad manufacturing facility in Telangana.
- Supported by an ever growing and wide service and spares network comprising – Over 100 3S dealerships, 200 authorized service centers, 2,900 roadside assistance points, a spares network of 1,600 retail outlets and 39 strategically located Parts Plazas.

Mumbai, July 25, 2019: Mahindra Truck and Bus Division (MTBD), a part of the USD 20.7 billion Mahindra Group, today unveiled Mahindra CRUZIO, a brand-new range of buses based on its latest Intermediate Commercial Vehicles (ICV) platform. Aimed at the employee transport segment, the CRUZIO marks the company's debut in the popular Lastwagen Pullman

Overhang (LPO) segment of buses which is gaining momentum as it offers an enhanced consumer experience.

Speaking on the occasion, **Mr. Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd.** said, "The unveiling of the new CRUZIO bus range marks a defining moment for our Truck and Bus business as we have taken our ICV bus platform to the next level of customer experience. Being BS-VI ready, the CRUZIO is all set to be a game changer, and is one of the safest, most ergonomic and comfortable buses that will set new standards in the market. Going forward, we will also launch the school and stage bus variants to further increase our portfolio."

Mr. Vinod Sahay, CEO, Mahindra Truck and Bus and Construction Equipment Divisions, Mahindra & Mahindra Ltd., added, "The CRUZIO demonstrates Mahindra's ability to bring the best to Indian customers, and was developed on the basis of meticulously gathered consumer insights. Bus operators in this segment are clearly looking for a solution that can balance end-user benefits, as well as helping them optimize costs. I am confident that similar to the BLAZO X HCV & FURIO ICV range, the CRUZIO LPO Bus range will also set new benchmarks for performance, earnings and deliver better value to our customers."

From the safety perspective, the CRUZIO meets the Rollover Test norms as per AIS 031 and the BUS Body code as per AIS 052. It is also compliant with the latest regulatory requirements of AIS 153, which has stringent noise and

vibration standards. CRUZIO offers enhanced visibility in both day & night and bigger brakes for efficient braking performance with short stopping distances. It has the highest ground clearance in the category to avoid damage to bumpers.

CRUZIO also offers best-in-class seat width with seats that are contoured and ergonomically designed to provide full back support. A broad gangway and improved parabolic suspension lead to best-in-class ride comfort. CRUZIO's Engine is equipped with the patented Mahindra FuelSmart Technology to optimize fuel consumption. The highlight of this technology is the multimode switches, which help optimize fuel consumption and engine power availability as per load and road conditions. This ensures higher savings in fuel expenses and greater profitability. CRUZIO is also equipped with an Intelligent Driver Information System (DIS) for easy driving with all the useful information available on the Instrument Cluster to help improve driver productivity and safety.

Please use the following hashtags/handles for social media updates:

#Mahindratrukbus

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About Mahindra Truck and Bus (MTB)

Mahindra Truck and Bus, provides an entire line of integrated trucking solutions. The company has taken outperformance to the next level, by

creating trucks that are specifically designed for different applications and deliver outperformance whatever be the business needs. With high performance vehicles, unprecedented disruptive customer value proposition such as “get more mileage or give the truck back” and several other performance linked guarantees MTB has set a new benchmark in the Indian Commercial Vehicle industry. Today, MTB has rapidly expanded its after sales service and spares network and the company also boasts of India's first multi-lingual 24X7 helpline, NOW, which is manned by technical experts to provide instant support to customers and drivers. The NOW mobile service vans and mobile workshops further add to the reach and agility of the support network.

For further information, please visit www.mahindra.com, www.mahindratruckandbus.com and www.mahindralcv.com.

About Mahindra

The Mahindra Group is a USD 20.7 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence

and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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