# New Bolero launched at Rs.4.58 lakhs

*Auto*

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**Mumbai:** Mahindra & Mahindra today launched the new Bolero, the second generation of India's most popular sports-utility vehicle. The new Bolero has been styled with a wide array of interior and exterior features that appeal to the younger generation of car lovers.

With this, Mahindra & Mahindra has reinforced its leadership further in the SUV segment. The Bolero's success in the market is attributed to M&M's commitment to customer centricity.

This SUV evolved over the years as the clear favourite across the country, evidence of it being a superior value offering with versatile application across all kinds of terrain and customer needs. Now, the new Bolero sports a host of new features and aesthetics that match the lifestyle aspirations of buyers too.

**Dr. Pawan Goenka, President, Automotive Sector, M&M, said,** *'Customer centricity is at the core of every product and process at Mahindras. Our products are continuously honed to present a superior offering of performance and*

*features and at the same time optimizing our cost structure. While retaining the core values that has made it the leader, the new Bolero carries forward the Mahindra equity of out-performance and luxurious toughness.'*

**Mr. Rajesh Jejurikar, EVP – Marketing & Sales, Automotive Sector, M&M said,** *'We have taken a hugely successful vehicle, in fact the leader in its segment, and given it the cutting edge. The new Bolero at this breakthrough price, will redefine the market by creating a new segment.'*

**Dr. Arun Jaura, Senior VP, Product Development, M&M, said,** *'The hallmark of M&M is low cost, agility, ingenuity in product development with a lean team. The new Bolero is an epitome of these qualities.'*

**Bold New Style**

On the outside the Bolero features very stylish cues.

1. The new ornamental grille accentuates the SUV's frontal appearance and makes the vehicle look more commanding.
2. The design quotient reflects in the muscular front bumper, which lowers the risk of injury and reduces impact in case of a collision. It features sleek, integrated cavities for fog lamps, and deflectors to prevent water splashing on the front windscreen.
3. Well contoured door-opening levers add their bit to the new Bolero's exterior appeal.
4. The rear is now more sophisticated with the stylized spare wheel cover and curved clear lens tail lamps.

**Convenience**

The new Bolero has been designed to be more passenger-friendly. Here are some of the defining features:

Operating the controls is now more convenient than before. The SUV offers a modern instrument cluster with white, sporty dials for easy readability. The hand brake lever is relocated ergonomically for ease of operation. The driver's seating position is more commanding and gives a splendid view of the road and the surroundings. The all-new two-tone gear shift is not only stylish, but has been designed to make gear shifts effortless.

1. The CD MP3 system has been fitted at a more convenient position on the improved dashboard, and so are the air-con controls.
2. The new Bolero packs in more utility spaces, making it more practical .
3. Front Doors now come with map pockets.
4. The space-efficient Centre Console has lots of neatly tucked away utility spaces for various passenger needs.

**Comfort**

The ergonomics in the Bolero's passenger cabin have been reworked based on customer feedback.

- Contoured outer door handles to ensure good grip
- Middle row has a central armrest for passenger comfort on long journeys
- New low, integrated sidestep aids better entry and exit of passengers
- Plush Bucket seats reduce travel fatigue

**Tough & Dependable**

The new Bolero has been engineered on the very same template that has made it one of the safest and most reliable vehicles in its class, on the road.

1. Extra thick corrosion-resistant sheet metal body
2. Special sensors to sound warning if the door is open or seat belt not in place
3. A combination of disc-drum brakes that assure effective braking under all conditions

**Performance**

1. Bolero is powered by a 2523cc Turbo Charged DI (Direct Injection) diesel engine which produces 63bhp power and 180Nm torque.
2. The unique Mahindra engine design provides fuel economy as high as 15kmpl*.
3. Its Advanced NGT 520 transmission along with synchromesh gears allows smooth gear shifts.
4. Bolero's Independent Front Suspension is built to withstand tough road conditions while giving passengers utmost comfort

**Affordable SUV**

Planned to be rolled out across the country, in a phased manner, within this month, the new Bolero is competitively priced, ranging from Bolero DI at Rs.4.58 lakhs to Bolero SLX at Rs.5.6lakhs (ex showroom, Bangalore).

**About The Mahindra Group**

The US $4 billion* Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top five tractor manufacturers in the world and is the market leader in utility vehicles in India. The Group has a leading presence in key sectors of the Indian

economy, including trade and financial services (Mahindra Intertrade, Mahindra & Mahindra Financial Services Ltd.), automotive components, information technology & telecom (Tech Mahindra, Bristlecone), and infrastructure development (Mahindra GESCO, Mahindra Holidays & Resorts India Ltd., Mahindra World City). With over 60 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key in its evolution as a customer-centric organization. The Group employs over 40,000 people and has several state-of-the-art facilities in India and overseas. The Mahindra Group has ambitious global aspirations and has a presence in five continents. Mahindra products are today available in every continent except Antarctica. M&M has one tractor manufacturing plant in China and three assembly plants in the United States. 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.

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