Mahindra Takes the Covers Off its “Vision Thar.e” – An All-New, Born Electric Avatar of the Iconic SUV

Auto

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- **Breakaway Design Philosophy:** Vision Thar.e represents a revolutionary leap in design, preserving the robust DNA of the iconic brand, and emphasizing the ‘explore the impossible’ philosophy.
- **Electric Innovation:** The Thar.e boldly strides into the future on the INGLO-born electric platform, equipped with a cutting-edge high-performance AWD electric powertrain.
- **Sustainability in Action**: Incorporating 50% recycled PET and recyclable uncoated plastics, Thar.e's construction showcases a sincere commitment to environmental stewardship.
- **Ingenious Engineering:** Featuring adaptable, modular, and swappable components, Thar.e reflects an innovative approach to electric SUV construction.

Cape Town, August 15, 2023: Mahindra Electric Automobiles Limited (MEAL), a subsidiary of Mahindra & Mahindra, the pioneer of the SUV segment in India, today unveiled the audacious “Vision Thar.e” at its signature Futurescape event in Cape Town, South Africa. The Thar.e is more than an electric evolution of the legendary off-roader; it's a daring, distinct design

transformation that continues to embody the spirit of Mahindra's authentic SUV.

Veejay Nakra, President – Automotive Sector, Mahindra & Mahindra Ltd. said, *"Vision Thar.e is a testament to innovation and a pioneering design philosophy that is uniquely Mahindra and distinctively global. Thar.e caters to the adventurer in all of us, craving exploration without compromise. Aligned with the global movement towards responsible consumption, our focus on sustainable materials resonates with the broader shift towards being planet positive, ensuring that Thar.e is both timeless and timely."*

Pratap Bose, Chief Design Officer, Mahindra & Mahindra Ltd. said, *"Creating Vision Thar.e was about embracing a future that's bold and innovative. Our design forges a new path, standing as a testament to Mahindra's commitment to cutting-edge creativity and breakaway thinking. We have maintained the adventurous spirit and off-roading capability that is quintessentially Thar, but we have crafted a unique identity in the world of electric SUVs. This endeavor goes beyond creating another off-roader; it shapes a vision that represents a progressive step in automotive design, without losing sight of where we came from. Thar.e is our declaration of an exciting and responsible future."*

Unique Elements:

The Thar.e's one-of-a-kind modular construction and adaptable components position it as a standout in the electric SUV field. This robust design

philosophy aligns with the SUV's timeless appeal and confident presence, suited for any terrain.

Design – Key Features:

- **New Path in Design:** Thar.e's design forges its own innovative and distinctive trail. Yet it remains an authentic off-road SUV, maintaining the tenacity and exploration spirit of the brand.
- **Exterior Design:** The Thar.e exterior crafts a unique, formidable, and fresh vision. The crisp, geometric surfaces embody the robust 'explore the impossible' ethos, while innovative features like near-vertical windows maximize space and create a commanding presence.
- **Interior Design:** The interior blends minimalism with functionality, focusing on the essentials of off-road driving. Elements like a central pivoting screen, robust grab handles, and an uncluttered layout emphasize Thar.e's practicality for both urban and off-road adventurers.
- **Sustainable Composition:** With fabrics made of 50% recycled PET and a commitment to uncoated recyclable plastics, Thar.e aligns with a philosophy where simplicity serves sustainability.

Mahindra invites you to experience the future of electric mobility with Vision Thar.e, a true icon reimagined. Its fearless design, commitment to sustainability, and recognition of an enduring legacy make it a defining symbol of our time. Explore the Electric Revolution with Vision Thar.e, the Ultimate Off-Road SUV for the next generation.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 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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