Mahindra’s All-New Bolero MaXX Pik-Up range achieves 1 lakh production milestone in record time

Auto

Author : mahindraadmin Category : Auto Published : 9/26/2023

The All-New Bolero MaXX Pik-Up range hits 1 lakh units in just 16 months

Mumbai, September 26, 2023: Mahindra & Mahindra (M&M), the makers of All-New Bolero MaXX Pik-Up range – India's leading pickup brand, today announced a remarkable achievement for its All-New Bolero MaXX Pik-Up range. The brand has rolled out 1 lakh units in a short span of 16 months, setting a record in the commercial load segment.

On August 10, 2022, the company launched the Maxx Pik-Up City, which has been a significant contributor to this milestone. In an unprecedented move in the commercial vehicle segment, Mahindra launched a series of 8 different models in April 2023. This range included new variants under City range and HD range, catering to various payloads and cargo lengths.

Nallinikanth Gollagunta, CEO - Automotive Division, Mahindra & Mahindra Ltd., said, "Achieving the 1 lakh production milestone in such a brief period is a clear reflection of the trust and confidence of our

customers. Our clean focus on understanding and catering to the unique demands of the Indian market has helped us elevate the customer experience in the commercial vehicle segment. We look forward to delivering distinctive value to customers with a pick-up range that is both technologically advanced and highly versatile."

The All-New Bolero MaXX Pik-Up range has always been at the forefront of innovation, introducing many firsts in the segment. The IMAXX telematics solution offers advanced connectivity features, ensuring businesses monitor and manage their fleet efficiently. The range also boasts height-adjustable seats for enhanced driver comfort, cornering lamps for improved visibility, a spacious 10 feet cargo space (3050mm), and robust 7R16 tyres to tackle challenging terrains.

Furthermore, the range also offers diverse options including the City, HD Range, and both Diesel and CNG variants to cater to a wider spectrum of customer needs.

Mahindra has sold more than two million Pik-Up units since the brand was first launched. Its range of vehicles, designed and built in India for India, is uniquely suited to the country's logistics needs making it the backbone of the country's last-mile logistics network.

About Mahindra

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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