XUV 3XO: The newest SUV from Mahindra #EverythingYouWant&More

Auto

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- **World Premiere on April 29 –** Get ready for the unveiling of Mahindra's latest SUV, raising the bar for innovation and excellence.
- **Everything You Want & More -** Promising a fusion of thrilling performance, cutting-edge technology, unmissable design and unmatched safety, the XUV 3XO is built to surpass aspirations of the modern urban customers.
- **The 3X factor -** The XUV 3XO is a bonanza of offering with thrice the excitement and exuberance from the house of Mahindra.

Mumbai, April 04, 2024: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today unveiled the name of its much-anticipated SUV, the **XUV 3XO** (pronounced as **XUV-three-exoh**). Its global debut on April 29 will set a new precedent in the category, embodying the sophistication and modern technology that the XUV brand DNA is celebrated for.

Engineered to deliver "Everything you want & more," the XUV 3XO embodies the essence of a truly standout Mahindra SUV. It seamlessly integrates thrilling performance, cutting-edge technology, unmissable design, and

unparalleled safety to cater to the aspirations of urban drivers. With triple the appeal in each journey it surpasses expectations in all facets of SUV ownership.

The XUV 3XO resonates with the ambitions of those on the rise, its name playfully mirroring the executive heights denoted by "CXO". With its segment-leading features, this SUV is for those who demand excellence in every aspect of their lives.

The new XUV 3XO will be manufactured at the company's manufacturing facility in Nashik, Maharashtra.

YouTube Link: Say hello to the Mahindra XUV 3XO

Social Media Addresses for Mahindra XUV 3XO:

- Brand website: https://auto.mahindra.com/suv/XUV3XO
- Twitter: @MahindraXUV3XO
- YouTube: @Mahindra_XUV3XO
- Instagram: @mahindraxuv3xo
- Facebook: @XUV3XO
- Hashtags: #MahindraXUV3XO #XUV3XO

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 SUVs, 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.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to https://www.mahindra.com/newsroom.

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