Mahindra introduces New Bolero Range with Bold New Design, Upgraded Interiors and Modern Features

Auto

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Introducing new top-end variants – Bolero B8 and Bolero Neo N11

Ex-Showroom Price: New Bolero ? 7.99 – 9.69 Lakh

New Bolero Neo ? 8.49 – 9.99 Lakh

New Bolero

- **Bold Design**
  - New grille and front fog lamps
  - Diamond-cut R15 alloy wheels
  - New colour option – Stealth Black
- **Elevated Comfort**
  - New seat contours for enhanced comfort with leatherette upholstery
  - New 17.8 cm touchscreen infotainment system and steering-mounted audio controls
  - RideFlo Tech for enhanced ride comfort & handling characteristics

New Bolero Neo

- **Modern styling**
    - Sleek new grille with striking horizontal accents
    - Dark metallic grey R16 alloy wheels
    - New colour options – Jeans Blue, Concrete Grey with dual-tone options
- **Premium comfort meets smarter tech.**
    - Two new interior theme options – Lunar Grey, Mocha Brown
    - New seat contours for enhanced comfort with leatherette upholstery
    - 22.8 cm touchscreen infotainment with rear-view camera
    - RideFlo Tech with MTV-CL & FDD suspension for a smoother, controlled drive

Mumbai, October 6, 2025: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today introduced the New Bolero range. The price for the new Bolero starts at ₹ 7.99 Lakh (ex-showroom), and the newly introduced top-end B8 variant is priced at ₹ 9.69 Lakh (ex-showroom). The new Bolero Neo starts at ₹ 8.49 Lakh (ex-showroom), with the new top-end variant N11 at ₹ 9.99 Lakh (ex-showroom). With this launch, the Bolero range continues to uphold its iconic appeal with refined aesthetics, enhanced comfort, and modern features.

With a legacy of 25 years and over 16 Lakh satisfied customers, the Bolero remains a versatile SUV. It excels at navigating diverse terrains, from bustling

city streets to rugged rural landscapes, offering exceptional adaptability and value.

Nalinikanth Gollagunta, Chief Executive Officer – Automotive Division, Mahindra & Mahindra Ltd., said, *"The Bolero has stood the test of time, earning its place as one of India's most versatile and tough SUVs for over 25 years. Building on this enduring legacy, the new Bolero range has been thoughtfully designed to meet the aspirations of a dynamic and rapidly evolving New India. With a perfect blend of toughness, contemporary styling, enhanced comfort, and modern features, the new Bolero and Bolero Neo deliver a powerful SUV experience that shines equally in urban environments and challenging terrains."*

New Bolero

The New Bolero blends bold design, modern features, and enhanced comfort while staying true to its authentic toughness. With a new bold grille, fog lamps, and diamond-cut alloy wheels, the Bolero stands as India's tough and reliable SUV. Bolder and more stylish, it is ideal for those who value a rugged vehicle with comfort and reliability. Bolero remains the trusted choice for rural youth, entrepreneurs, and families, symbolizing achievement and pride.

Inside, the Bolero offers a new 17.8 cm touchscreen infotainment & music system, steering- mounted controls, and leatherette upholstery with enhanced seat comfort. The advanced ride & handling tech – RideFlo – delivers enhanced stability & control, with improved suspension architecture,

engineered for any terrain. The Bolero's core DNA remains unchanged and uncompromised, powered by the mHAWK75 engine delivering power of 55.9 kW and 210 Nm torque, with body-on-frame construction. New colour option includes Stealth Black, along with existing Diamond White, DSAT Silver, and Rocky Beige.

New Bolero Neo

The New Bolero Neo combines iconic toughness with urban sophistication and is suitable for customers who seek a bold and practical vehicle that offers modern comfort and capability. The sleek new grille with striking horizontal accents and dark metallic grey R16 alloy wheels set the Bolero Neo apart. It features two new interior theme options – Lunar Grey and Mocha Brown – enhancing the overall aesthetic. Bolero Neo caters to youthful, ambitious urban and semi-urban buyers seeking advanced technology, contemporary styling, and enhanced comfort, while upholding the rugged DNA of Bolero.

Comfort is prioritised with leatherette upholstery and enhanced seat ergonomics. The 22.8 cm infotainment system is complemented with a rear-view camera and a USB C-type charging port. The advanced ride & handling tech – RideFlo – along with MTV-CL and Frequency Dependent Damping (FDD) ensure smooth rides even on tough roads, with enhanced steering feedback, precision handling, and improved brake dynamics. Powered by the mHAWK100 engine delivering power of 73.5 kW and 260 Nm torque, the

Bolero Neo includes cruise control and Multi-Terrain Technology (MTT) for enhanced traction over broken roads through a locking differential. New colours include Jeans Blue and Concrete Grey and three dual-tone options, along with existing Diamond White, Stealth Black, Pearl White, and Rocky Beige.

Pricing & Variants

New Bolero (Ex-Showroom)	
Variant	**Price**
Bolero B4	₹ 7.99 Lakh
Bolero B6	₹ 8.69 Lakh
Bolero B6(O)	₹ 9.09 Lakh
Bolero B8	₹ 9.69 Lakh

New Bolero Neo (Ex-Showroom)	
Variant	**Price**
Bolero Neo N4	₹ 8.49 Lakh
Bolero Neo N8	₹ 9.29 Lakh
Bolero Neo N10*	₹ 9.79 Lakh

New Bolero Neo (Ex-Showroom)	
Bolero Neo N11	₹ 9.99 Lakh

*N 10 Optional Variant available at distinct price. Full pricing available at authorised Mahindra dealerships

Annexure – 1

New Bolero – Key Features Variant

B4	B6	B8 *(new variant)*

• Anti-lock Braking System (ABS) • Driver & Co-Driver Airbags • Reverse Parking Sensor • Seat Belt Reminder (Front facing Seats) • Spare wheel cover • Power Steering • Engine start-stop (micro hybrid) • Digital Cluster • 7-seats (Vinyl) • Foldable 3rd Row Seat	***In addition to features of B4*** • Power Windows • Key with Remote • 7-seats (Fabric) • 12 V Charging Point • Central Locking **New additions** • **Deep Silver wheel caps** • **17.8 cm Touchscreen Infotainment System** • **Steering mounted audio controls** • **USB C-type charging port**	***In addition to features of B6(O)*** • **Diamond Cut Alloy Wheels** • **Leatherette Upholstery**

	B6 (O) ***In addition to features of B6*** • Static Bending Headlamps • Driver Information System • Rear Wash & Wiper **New additions** • **Front Fog Lamps**	

New Bolero Neo – Key Features Variant

N4	N10	N11 *(new variant)*

• Body coloured bumpers • X-shape Spare wheel cover • 8.9 cm LCD cluster display • 7-seats (Vinyl) • Foldable 3rd Row Seat • Eco mode • Power Steering • Power windows front & rear • Engine start-stop (micro hybrid) • 12 V Charging Point • Driver & Co-Driver Airbags • ABS + EBD • Corner	***In addition to features of N8*** • Static bending headlamps • DRL in headlamps • Fog lamps • Front armrests • Armrest in 2nd row • Height adjustable driver seat • 22.8 cm Touchscreen Infotainment System • Cruise Control • Electrically adjustable ORVMs • Follow me home headlamps • Rear glass wiper & defogger • ISOFIX mounts for child seats	***In addition to features of N10*** • **Dual Tone colour** • **R16 Dark Metallic Grey Alloy wheels** • **New Interior Theme (Lunar Grey)** • **Leatherette Upholstery (Lunar Grey)**

N8

In addition to features of N4

- Wheel arch cladding
- Dual tone ORVMs
- 7-seats (Fabric)
- Foldable 2nd Row Seat
- Music player (Bluetooth, USB, AUX)
- Steering mounted audio controls
- Remote key entry
- Versa Wheel

New additions

- **New Colour (Jeans Blue)**

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with over 324000 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.

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