

## Market Leader Mahindra Launches the New Bolero Maxitruck Plus - The Extra Strong City Pick-up

*Set to further consolidate Mahindra's dominance in the pickup vehicle segment*

*Competitively priced at Rs. 5.24 Lac (BS4 Version, ex-showroom Hyderabad)*

New Bolero Maxitruck Plus, a strong and advanced pick-up scores high on parameters such as performance, profitability, reliability and comfort:

- **Higher payload capacity of 1200kg** and a large 40.6 sq. ft ( 3.7 sq.mt ) cargo box
- **Extra Strong Suspension – the rear suspension** has been strengthened to enable smooth transportation of heavy load
- **New Stylish Front Chrome Grill** for an attractive exterior look
- Best in class warranty of 1 year/ unlimited kilometers for complete peace of mind
- **Superior performance** with the proven 2523 cc BS4 engine, power of 46.3 kW (63 HP) & torque of 195 Nm and best in class fuel efficiency of 17.7 km per litre\*
- Lower turning radius of 5.5 meters for easy maneuverability in narrow lanes, making it a perfect pick up for urban transportation

**\*As per VRDe certification under standard driving conditions.**

**Hyderabad, September 27, 2017:** Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group and a leader in the Indian pick up vehicle segment, today announced the launch of the '**New Bolero Maxitruck Plus**' (**BMT Plus**), its extra strong city pickup. A strong and advanced pick-up, the **New Bolero Maxitruck Plus** scores high on parameters such as performance, profitability, reliability and comfort and is available at a competitive price of Rs. 5.24 lac (BS4, ex-showroom Hyderabad).

The Extra Strong Bolero Maxitruck Plus now comes with a higher payload capacity of 1200kg and a large 40.6 sq. ft ( 3.7 sq.mt ) cargo box. It also boasts of an extra strong suspension, as the rear suspension has been strengthened to improve the stance of the vehicle in typical Indian loading conditions. It also offers best in class fuel efficiency of 17.7 km per litre. All these make the New BMT Plus an ideal pick up for urban goods transportation. Further the new stylish front chrome grill adds to the exterior look.

Speaking on the launch of the New BMT Plus, **Veejay Ram Nakra, Chief of Sales & Marketing, Automotive Division, Mahindra & Mahindra Ltd.**, said, "Mahindra is a market leader in the Pick Up vehicle segment (2 – 3.5 T GVW) with a 62% market share as on YTD August FY18. Today Mahindra pickups are known for their tough & rugged DNA and best in class operating economics and cost of ownership. We also offer the widest range of pickups and enjoy the loyalty of over 10 lakh happy customers. The launch of the New Bolero Maxitruck Plus Extra Strong will help us further strengthen our market share by enhancing the value proposition for our customers through better earning potential & operating economics."

The New BMT Plus is powered by Mahindra's proven 2523 cc fuel efficient BSIV engine, which delivers superior performance with 46.3 kW (63 HP), torque of 195 Nm and best in class fuel efficiency of 17.7 km per litre. The company offers a best in class warranty of 1 year/ unlimited kilometres for complete peace of mind. It also offers cost-effective AMC and Extended Warranty options for fleet owners. Today, with over 10 lakh happy customers in India, the Bolero Maxitruck Plus scores far higher over its competitors.

As leaders in the pick up vehicle segment for 15 years, the company has continuously focused on understanding the evolving needs of our customers in areas of performance, reliability, profitability and comfort. To cater to the challenges of transportation in urban areas, the Bolero Maxitruck Plus is designed to easily maneuver through heavy traffic. Its lower turning radius 5.5 meters helps in easy maneuverability in narrow city lanes and numerous flyovers. This is further enhanced by a higher load carrying capacity and improved safety measures for customers, which Mahindra focuses on as a customer centric organization. The widespread Mahindra service network of 1500 dealer touchpoints complemented by over 4000 Mahindra Mitra technicians facilitates easy repair and service.

**The Bolero Maxitruck Plus is packed with several utilities such as:**

- Higher payload capacity: 1200 kg, for carrying heavy loads effortlessly and for higher earning potential
- Extra Strong Suspension with 6 rigid leaf springs each in front and rear - to enable smooth transportation of heavy load and supreme drive-ability in all kinds of terrain
- 4 cylinder engine with superior power of 46.3 kW (63 HP) & torque of 195 Nm for better performance
- Higher fuel efficiency at 17.7 km per litre
- Smaller Turning Circle Radius of 5.5 meters for better maneuverability in city-traffic
- Stylish exterior with an attractive chrome grill & eye-catching wrap around headlamps
- Trendy interiors with dual-tone instrument panel and comfortable fabric seats with matching door trims
- Solid built and rugged design for enhanced safety
- Large 40.6 Sq ft (3.7 sq.mt.) cargo box
- Digital Immobilizer for theft protection
- Large 15 inch ( 38.1 cm) tyre for better grip, higher ground clearance and longer life
- Best in class warranty of 1 year/ unlimited kilometres for complete peace of mind.
- Low maintenance with minimal wear and tear
- Highest resale value in the segment

**About Mahindra**

The Mahindra Group is a USD 19 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

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