

Mahindra launches the Automatic Transmission variant of The New Generation Scorpio

The only SUV in its class to offer 6-speed Automatic Transmission with 4WD as an option*

Packed with a host of exciting features, the Automatic variant of the New Generation Scorpio is attractively priced at Rs. 13.13 lacs (ex-showroom Delhi for 2WD)

July xx, 2015, Mumbai: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of the Automatic variant on its New Generation Scorpio. Available on the top-end S10 variant of the New Generation Scorpio, the Automatic offering is attractively priced at Rs. 13.13 lacs (ex-showroom Delhi, 2WD).

The only SUV in its class to offer 6-speed automatic transmission with 4WD as an option, the New Generation Scorpio Automatic takes the tough and rugged Scorpio to the next level. Combining the space and performance of a true-blue SUV with advanced safety and comfort features the New Generation Scorpio Automatic is all set to provide an unmatched driving experience.

According to **Pravin Shah, President & Chief Executive (Automotive), M&M Ltd.**, "The Scorpio broke new ground when it was launched more than a decade ago and since then we have regularly upgraded the Scorpio to ensure that it stays relevant. At Mahindra, it is our constant endeavor to make advanced technology more accessible and affordable to our customers. In fact, the Scorpio was the first Indian SUV to launch an Automatic transmission in 2008 and, now, we offer our customers an automatic option on Scorpio's New Generation Platform. I am sure that the New Generation Scorpio Automatic will be an instant hit with our customers and further enhance the appeal of this iconic brand."

Launched in September 2014, the New Generation Scorpio has been built on an all-new platform with Cushion Suspension and Anti-Roll Technologies and comes with contemporary, more aggressive exterior styling, luxurious blue-grey interiors and advanced technology features.

* In the price range of the New Generation Scorpio Automatic

KEY FEATURES OF THE NEW GENERATION SCORPIO AUTOMATIC

- **New Static Bending Projector Headlamps** - The stylish headlamps come with advanced Static Bending Technology to light up those hairpin bends at every turn
- **Striking New LED Eyebrows** – The hi-tech LEDs give an aggressive look and also act as parking lights.
- **New Cushion Suspension and Anti-Roll Technologies** – The New Generation Scorpio Automatic comes with an all-new platform including Cushion Suspension Technology that delivers a more comfortable ride over the most uneven of roads and Anti-Roll Technology that offers better handling.
- **Powerful mHawk Engine** – The advanced 2.2 liter, 4-cylinder, turbocharged mHawk engine, generates 88 KW (120 BHP) power and 280Nm torque. This power enables you to surge ahead of other cars.
- **New Hi-Tech 15 cm (6 inch) Touch Screen Infotainment System** – Control your music and navigation on the go with the new 15 cm (6 inch) Touch Screen Infotainment System with inbuilt GPS Navigation/Bluetooth/CD/DVD/USB/Aux. The Driver Information System gives various vehicle-related information at the touch of a button.
- **New Fully Automatic Temperature Control** – Maintain the cabin at your preferred temperature without the need to keep adjusting blower and cooling knobs.
- **Dual Front Airbags** – In the event of a collision, these dual airbags inflate instantly, thereby protecting the driver and the co-driver from serious injury.
- **Stunning New 43 cms (17 inch) Alloy Wheels** – Allows you to create a bold impression everywhere you go.
- **New Futuristic Instrument Cluster**– Drive into the future with a 3D-effect cluster design which is stunningly illuminated. It also displays vital information like gear position, trip meter, odometer, fuel and temperature.
- **Luxurious New Blue-Grey Interiors** – Step into a luxurious new world with new premium 2-tone interiors, a new dual-tone dashboard and new blue-grey upholstery.
- **Short Turning Radius** - The shortened turning radius of 5.4 meters enables ease of manoeuvrability even in the most congested places.
- **New Height-adjustable Driver Seat** – This allows the driver to adjust the seat height as per his convenience.

- **Shift-on-Fly 4 Wheel Drive** - The New Generation Scorpio Automatic is also available with **4WD**, as an option, for the off-road enthusiast. The shift-on-fly feature allows you to shift between 4WD modes at the simple turn of a knob.
- **New Smart Rain and Light Sensors** – Smart sensors automatically turn the headlights ON or OFF according to light conditions, and also control the speed of the wipers according to the intensity of rain.
- **Tyre-tronics** – A sophisticated measuring system that enhances safety by providing live updates of the exact air pressure and temperature in each tyre. Any variation is brought to your immediate attention.

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership. In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, defence, energy, industrial equipment, logistics, real estate, retail, steel, commercial vehicles and two wheeler industries.

In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:



For further enquiries please contact:

Mohan Nair
Senior General Manager (Communications)
Automotive & Farm Equipment Sectors
Direct Line – + 91 22 28468510
Email Address – nair.mohan@mahindra.com
Mobile: +91 9004012237