

Mahindra introduces Scorpio with Intelli-Hybrid technology

- *With Intelli-Hybrid, Scorpio is India's 1st SUV with mild hybrid technology that reduces fuel consumption using Motor Assist, Electronic Start Stop and Brake Energy Regeneration*
- *To begin with, Intelli-Hybrid is available on the following variants of Scorpio with the 2.2 Litre mHAWK engine: S4, S4+, S4+ 4wd, S6+, S8, S10 2WD (Manual Transmission), S10 4WD (Manual Transmission)*
- *Priced at Rs. 12.84 lac for the top-end S10-2WD (Manual Transmission) model (Ex-showroom price without Octroi, Navi Mumbai, BS4)*

Mumbai, July 19 , 2016: Mahindra & Mahindra Ltd., India's leading SUV manufacturer, today announced the launch of its new mild hybrid technology 'Intelli-Hybrid' on the New Generation Scorpio. The Scorpio with Intelli-Hybrid is on offer at an attractive ex-showroom price of Rs.12.84 lac (Navi Mumbai, BS4) for the top-end S10-2WD model and will be on sale from July'16 onwards.

Intelli-Hybrid reduces fuel consumption by up to 7% by assisting the engine with electric power during acceleration, automatically switching the engine off while the vehicle is stationary (start-stop) and reusing brake energy, which would otherwise be wasted, to charge the battery.

As India's 1st SUV with mild hybrid capability, Scorpio continues to be a trend-setter in technology with many 'firsts' to its name. Scorpio was India's first talking car with Voice Messaging System, the first in its class with a CRDe engine and with a 6-speed Automatic Transmission and the first to offer Micro Hybrid start-stop technology.

Speaking about the introduction of Scorpio with Intelli-Hybrid, Pravin Shah, President & Chief Executive, Automotive Sector, Mahindra & Mahindra Ltd. said, "As an organisation that puts keen emphasis on sustainability and eco-friendly practices across every process and product, we are proud to introduce mild hybrid technology on the Scorpio. By reducing fuel consumption, Intelli-Hybrid helps Scorpio owners contribute towards a cleaner and greener tomorrow".

To begin with, Intelli-Hybrid has been made available on the following variants of Scorpio with the 2.2 Litre mHAWK engine: S4, S4+, S4+ 4wd, S6+, S8, S10-2WD (Manual Transmission) and S10-4WD (Manual Transmission).

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 17.8 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 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. 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.

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