

Press Release

For Immediate Publication

Mahindra showcases the 'Future of Mobility' at Auto Expo 2018

- Future of Mobility showcased around three pillars – Clean, Connected & Convenient (3Cs)
- Hash tags - #FutureofMobility& #3Cs
- Mahindra displays its widest ever Electric Vehicle (EV) portfolio On Display:
- Unveils the ATOM – a new age urban mobility solution for emerging India
- Showcases the UDO Concept – a stylish two-seater electric pod for last mile connectivity
- Treo – an all new Li-thium ion battery powered electric three - wheeler
- e-Cosmo – Mahindra's all new Electric Bus
- First of its kind 380 Volt powertrain - Mahindra Electric Scalable Modular Architecture (MESMA) and Mobility Solutions Platform +NEMO
- Displays SsangYong's G4 Rexton with Mahindra badging
- New format, next generation 'Dealership of Future' designed by Pininfarina to redefine the customer experience

February 7, 2018, Greater Noida: Mahindra & Mahindra Ltd., a part of the US \$19 billion Mahindra Group, today unveiled its plans to shape the '**Future of Mobility**' at the **Auto Expo 2018**. The Future of Mobility is a showcase of Mahindra's sustainable mobility solutions that are technologically advanced and aim to optimally address the evolving needs and preferences of the consumers. It highlights the company's future-ready suite of unique passenger and mass mobility products, concepts and solutions built around its '3Cs' philosophy of **Clean, Connected and Convenient**. As India's EV pioneer, Mahindra also displayed its widest range of electric vehicles, including concepts and technology.

In the spotlight, was Mahindra's entire range of electric vehicles, the widest ever displayed, as well as mobility solutions and concepts from three wheelers to buses. This included the UDO, a stylish 2 seater electric pod concept; the ATOM, a new age urban mobility solution for emerging India; the Treo, a cutting-edge Lithium-ion battery powered electric three-wheeler; the e2o NXT, a refreshed version of the e2oPlus hatchback; the eKUV100, India's first electric mini SUV; and the e-Cosmo, the company's new electric bus.

Apart from its wide range of electric vehicles, Mahindra also showcased its futuristic range of products. This included SsangYong Motor's new G4 Rexton, the global SUV with Mahindra badging, which will be launched in India with an all new brand name; the TUV Stinger, the first Indian convertible SUV that personifies Mahindra's "Live Young Live Free" spirit. Staying true to the '3Cs' philosophy and Mahindra's promise to deliver utmost customer convenience, the 'Dealership of the Future', in collaboration with Pininfarina is an industry-defining concept.

Anand Mahindra, Executive Chairman, Mahindra Group, said, "As India aspires to global leadership on climate action, the time is right to develop sustainable mobility solutions for the future. Mahindra's electric pavilion at the Auto Expo showcases our vision of the Future of Mobility - one that offers Clean, Connected and Convenient vehicles to our consumers in India and around the world."

Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra Ltd. said, "The three pillars of our Future of Mobility theme, namely Clean, Connected and Convenient is what our products and services stand for."

Mahindra not only provides a clean business module through its electric business but is also working on cleaner engines in keeping with the upcoming BSVI implementation by 2020. With our connected pillar, the Auto Expo helps us to highlight our offering of 'Accessible Technology' and gauge the aspirations of our customers. At the heart of all our product and solutions are our customers for whom we aspire to make convenience a way of life. We are delighted to showcase our Dealership of the Future which is all about customer delight. Our various product offerings at the Auto Expo reflect a true sense of the 'Make in India' philosophy, yet are suitable for global mobility solutions."

Rajan Wadhera, President, Automotive Sector, Mahindra & Mahindra Ltd. said, "The Auto Expo is an important platform for us to put forth our global face with best-in-class Indian solutions. The launch of two extremely unique concepts today – the UDO and the ATOM - is a significant way forward in our product cycle, keeping in mind the mobility solutions of tomorrow. In fact, we are displaying the widest range of clean electric vehicles across personal and commercial segments from three wheelers to buses. The e-Cosmo electric bus is a reflection of our commitment towards a sustainable transport solution, while the G4 Rexton with its bold design is a true blue global SUV and one that is future ready. Through our product offerings, we are shifting the paradigm for new age products and mobility solutions".

Mahindra – Pioneering Clean Electric Mobility

As the pioneers of electric mobility and powertrain solutions in India, Mahindra has the right technology and products to set up a robust EV ecosystem in the country. With a slew of technologically advanced concept products, systems and solutions and the existing range of electric vehicles, Mahindra is all poised to take electric mobility to the next level and redefine the mobility landscape of the future.

All New Concepts & Solutions

UDO – The UDO is a compact two-seater **Concept Electric mobility pod** which has been conceptualized to address the issues that plague urban mobility, including traffic congestion and pollution. The UDO is targeted at the tech savvy urban citizen and offers an enclosed architecture with micro climate control, lighting, touch-screen infotainment and blue-tooth enabled audio systems, insulating the urban commuter from the harshness of the urban environment. It is designed to slash congestion and emissions, and also features a "smart fitness" mode which allows commuters to work out while commuting, via a 'smart cycling' feature. Moreover, the battery recharges as you pedal, thereby extending the UDO's range in an environment-friendly manner. Its unique 'tadpole' construction also eliminates the need to balance the vehicle with one's feet, unlike motorbikes or cycles.

ATOM – A futuristic and **new age urban mobility concept for a smart India**, ATOM is a unique object of mobility designed to cater to varied passenger needs with the perfect blend of 'Convenience, Comfort and Intelligence'. It aims to reimagine last-mile connectivity, thereby changing the face of public transportation, while its minimalist design philosophy allows it to retain a compact footprint without compromising on interior space

It is powered by Mahindra's new electric Powertrain which features batteries that can be swapped to extend the vehicle's range, allowing it to operate uninterrupted for long hours. The ATOM is a key feature of Mahindra's mobility vision for India, giving the country its own, indigenously-built, last-mile urban mobility solution. It is also equipped with an intelligent connectivity system, making bookings and payments seamless and easy. At the same time its smart technology allows one to seamlessly connect with multiple transport modes, keeping passengers posted on the next departing train, bus or flight and the nearest boarding points on a real-time basis, apart from a host of safety and convenience features.

e-KUV100 – As India's first electric SUV, the e-KUV100 heralds a new generation of EVs. Staying true to Mahindra's lineage of Sports Utility Vehicles, the e-KUV100 combines the benefits of an SUV with the unique advantage of an electric vehicle. At the core of this eco-friendly vehicle lies a city-friendly motor. It boasts a range of over 140 km, and optional fast charging which can extend its range by 80% in less than an hour. Its unique SUV design coupled with a compact footprint means it can go anywhere, while its silent drive coupled with auto transmission offers a relaxing and fatigue-free drive in chaotic city traffic. The future is not only electric but also connected. The e-KUV100, thus, boasts smart phone connectivity, remote diagnostics, cabin pre-cooling, location tracking and it even monitors your driving pattern and battery status. As the SUV of the future, the e-KUV100 is nothing short of an object of desire!

Treo - Mahindra's first low maintenance Li-thium ion battery powered three wheeler is aptly named Treo. This vehicle aims to promote mass adoption of electric vehicles in the country. The Treo will facilitate last mile movement and connectivity in tier 1 as well as tier 2 and 3 cities.

e2o NXT – The e2o NXT is a refreshed version of the e2oPlus and boasts of a modified exterior and interior as well as a larger infotainment system.

e-COSMO Electric Bus – With innovation and technology as a core theme, Mahindra has designed and developed its first electric bus, the e-COSMO in India. At the heart of this electric vehicle is the efficient "state-of-the-art" direct drive motor developed in partnership with TM4, Canada, one of the most renowned players in the global EV eco system. This zero-emission bus has the highly reliable electric power train system, battery packaging with sophisticated BMS (Battery Management System), regenerative braking system and many more custom made solutions.

The electric bus is designed in such a way that it provides comfort to the driver and passengers and also ensures less cost of ownership. Mahindra electric buses offer a variety of seating options in various configurations, ensuring maximum usage

MESMA (Mahindra Electric Scalable Modular Architecture) - 380 Volt Powertrain – Marking a major shift from the current 48/72 V system of EVs in India, the 380 Volt modular powertrain utilises e-motors by TM4 and cells from LG chemicals. With its unique build, it can be adjusted in terms of length and width to accommodate different kinds of vehicles, while retaining the high efficiency and performance that it promises to deliver. Created at India's first electric vehicle innovation center, the platform opens a plethora of opportunities for Mahindra Electric to forge synergies with Mahindra Group companies such as SsangYong and Pininfarina amongst others.

Mahindra's Existing Range of Electric Vehicles

Mahindra has been a true pioneer in the Electric Vehicles space, leading transformation with its EV range comprising the e2o, e2oPlus, e-Verito and e-Supro. This is a transformation that begins right at the heart of the automobile with the shift from conventional fossil fuels to electric. Mahindra is thus today, uniquely positioned to embrace the electric future, having completed over 50 million electric kilometres. Together, the e2o and e2oPlus electric cars have contributed to a saving of 25,00,000 kg of carbon dioxide emissions into the environment which is the equivalent of planting 2,50,000 new trees. These mark the beginning of a greener future for India and announce the arrival of an Electric Mobility revolution.

- **e2oPlus** - An all-electric flagship hatchback from the Mahindra Electric stable which is an environment friendly car and boasts of a host of technologically advanced features in addition to being emission-free. It is the perfect family car for intra-city use and is an embodiment of green and cost-effective vehicle technology.

- **e-Verito** –An all-electric, zero emission sedan, it features an innovative combination of advancements in automotive, electronics and information technology paired with minimal running costs and zero tailpipe emissions. This is the perfect solution for executive movement within the city.
- **e-Supro** – India’s first zero emission, all-electric range of cargo and passenger vans, the e-Supro ushered in a whole new concept in cargo transportation and people movement. The platform caters mainly to the B2B segment. Owing to its suitability for last-mile connectivity, the e-Supro platform is ideally suited for deployment in e-commerce and last-mile connectivity inside the city.

Today, the e-Supro is extensively used by Brring Logistic Delhi that has deployed a fleet of these vehicles in association with Big Basket. Mahindra’s Smart Shift, a digital cargo exchange platform for Small Commercial Vehicles, uses the e-Supro for Amazon deliveries in Bengaluru. It is also used by the Himachal Pradesh Road Transport Corporation (HRTC) for public transportation, Reliance Infrastructure, Mumbai and Auroville, Puducherry, for last-mile connectivity.

Creating Platforms for Connected and Convenient Experiences

Mahindra has also introduced connected and convenient experiences and solutions for people transport services and last mile mobility in major Indian cities. In fact, as a pioneer of electric vehicles in India, Mahindra is driving the change towards smart and sustainable mobility by encouraging large-scale adoption of electric vehicles for shared transport, providing customers with convenient, safe and reliable last-mile transportation.

SmartShift by Mahindra –SmartShift, Mahindra’s digital cargo exchange platform, has expanded operations to 10 cities across India with over 65,000 trip requests per month. Over 5000 transporters have registered with SmartShift since its launch in 2015, successfully transforming the unorganized last-mile movement ecosystem. With its 3-click booking app, innovative “reverse bidding” platform and customer-first philosophy at its core, Smartshift aims to add value to 1 million stakeholders by 2020.

+NEMO (NExt-Gen MOBility) is India’s first cloud-enabled mobility platform, developed by Mahindra Electric exclusively for electric vehicles. This connected platform provides contextual information about battery and vehicle performance which is unique to EVs. These real-time insights include State of Charge and Energy Consumption. This advanced technology platform addresses individual requirements of varied segments of urban mobility including car and ride sharing and corporate commuting and is designed to deliver value across the mobility eco-system to drivers, commuters, fleet owners and operators.

Mahindra’s Dealership of Future - New format conceived by Pininfarina to redefine customer experience. The company chose Pininfarina’s 88 years of experience in envisioning the future to shape a breakthrough brand and customer experience and presented a new concept in the Dealership of Future. It is a new format conceived to intensely rethink the customer experience thanks to the new digital technologies.

Mahindra Racing – On the Podium of Success

Mahindra Racing is one of ten founding teams – and the only Indian team – to compete in the ABB FIA Formula E Championship, the world’s first all-electric racing series. The M3Electro race car, introduced in Season 3, proved to be a competitive package getting the team its first win, with a total of ten podiums, three pole positions and two fastest lap awards. With these strong results, Mahindra Racing secured third

place in the Teams' Championship and rookie driver, Felix Rosenqvist took third place in the Drivers' Championship.

The team got off to a strong start in Season 4 with a race win and podium finish at the Hong Kong ePrix in December 2017. This top form continued into the next race in Marrakesh in January 2018 with Mahindra Racing driver Felix Rosenqvist finishing first in a competitive race. After the first three races of the new season, Mahindra Racing leads both the Constructor and Driver championships in Formula E, a truly historic achievement for Indian motorsport on the global stage.

SsangYong's G4 Rexton now with Mahindra Badging – One for the future!

Mahindra displayed the SsangYong **G4 Rexton with Mahindra badging**, to enhance its legacy in the premium SUV segment. This will be launched with an all new brand name in India. The all new global SUV which has won many international awards and accolades, is SsangYong's flagship SUV and heralds major advances in style, quality, safety and technology for the brand.

The G4 Rexton SUV is a perfect blend of striking design, plush interiors and superior build quality. This luxurious SUV, packed with top notch equipment will set new benchmarks and provide an unmatched driving experience coupled with off-road capability.

The Rexton comes with a 7-speed Mercedes-Benz™ automatic transmission and its new 2.2L engine delivers 178bhp power and 420NM torque.

Its impressive equipment list boasts of HID headlamps, LED DRLs, electric sunroof, dual zone automatic climate control, ventilated seats, 8" touch screen infotainment system with GPS navigation, 9 airbags, electric parking brake and much more. The Rexton's cabin also exudes top-class quality. The soft-feel plastics and premium cognac brown leather used all around the cabin offer a rich, optimum experience.

Mahindra's Personal Range of Vehicles - The SUV Pioneers

Mahindra is the pioneer of SUVs in India with vehicles that embody capability, adventure, authenticity, reliability and freedom.

TUV Stinger – Unlimited Possibilities

The **new TUV Stinger concept** is the first Indian convertible SUV that seamlessly marries the capability of an SUV with the stylishness of a convertible, exuding Mahindra's "**Live Young Live Free**" spirit. The TUV Stinger is aimed at young active lifestyle seekers and urban explorers and epitomizes the '**Be Free to Be Me**' principle for free spirited individuals.

Powered by an engine from Mahindra's iconic mHawk family, the TUV Stinger delivers 140 BHP and 320 Nm of torque. Designed as an urbane, rugged vehicle, the TUV Stinger radiates confidence and assurance, with the promise of safety and reliability. The big logo applique in the front is inspired by a bird in flight and symbolises the true spirit of freedom. The beast's muscular wheel arches and robust body cladding exude a macho appeal. It's simple yet distinctive lighting signature is inspired by the scorpion, while the stylish LED head lamps and tail lamps add to the vehicle's contemporary appeal.

Its interiors are luxuriously appointed, with plush seats, premium design and a high seating position. There's also abundant leg room and unlimited head room on offer. The feature-rich infotainment system guarantees on-the-go connectivity.

The New Age XUV500 (W10 AWD AT Version)

Since its launch in September 2011, the XUV500 has been a head-turner. With its cheetah inspired **exterior styling, plush and premium interiors, hi-tech features, exhilarating performance and best-in-class safety**, the XUV500 has been a trendsetter.

The New Age XUV500 Automatic takes the driving experience to a whole new level. Driving in the city is now a breeze as is tackling challenging terrain. It is the only SUV in its class to offer a **second generation 6-speed automatic transmission** with AWD as an option, while its world-class, fully-automatic gearbox enables dynamic gearshifts that are smooth and barely perceptible.

The New Age XUV500 also boasts of a plethora of industry-first technological features, introducing a whole new dimension of convenience to the in-cabin entertainment experience. The advanced features include Android Auto, Emergency Calling, Connected Apps and Ecosense. The XUV500 is the perfect fit for the evolving needs of today's tech savvy consumer.

KUV100 NXT in new Glamorous Gold (K8 Petrol)

The new KUV100 NXT was displayed in a new dual tone Glamorous Gold hue at the Auto Expo 2018. Launched in January 2016, the KUV100 created a new SUV segment at the Rs. 4.5 – Rs. 7.5 lakh price point. **The New KUV100 NXT is now set to redefine the category yet again.**

This stylish vehicle boasts of a new, **bolder SUV design**, including a macho front grille with chrome inserts, a more muscular dual-tone front and rear bumpers with silver skid plates. New sunglasses inspired dual-chamber headlamps and bigger 38.1 cm (15") diamond cut two tone alloys only add to its new-age appeal. The KUV100 NXT offers **premium interiors** and is packed with **more hi-tech features**, such as the 17.8 cm (7") touch-screen infotainment system with GPS navigation, a driver information system with voice alerts, Mahindra BLUE SENSE® Technology and an electronic temperature control panel.

With ABS and dual airbags which emphasize Mahindra's commitment to safety, the KUV100 NXT, with its quieter engine and technology-rich cabin offers a more refined and pleasurable driving experience.

TUV300 (T10 AMT Version)

The T10 variant of the TUV300 comes packed with a host of premium, high tech features. The TUV300 now features a high-end 17.8 cm (7") colour touch screen infotainment system with GPS navigation and plush faux leather seats. It also boasts of a capacitive touch screen, video and image playback via USB, Bluesense® Technology, as well as a driver information system. With interiors designed by legendary Italian design house, Pininfarina, the cabin is both premium and luxurious. The TUV300 is also the first Indian SUV to offer auto SHIFT Automated Manual Transmission Technology (AMT) for automatic gear shifts and a fatigue-free driving experience.

Scorpio (S11 4*4 Version)

The new avatar of the iconic Scorpio is more powerful, stylish, high-tech, luxurious and refined than ever before. It now offers greater power and torque, new 6-speed transmission, enhanced performance, imposing styling and plush luxury. The Scorpio is powered by the mighty mHawk engine which has been enhanced to deliver 140 bhp and 320 Nm torque. The Scorpio's tough chassis-based SUV-build makes it safer than cars and gives it significantly better rough road and off-road capabilities. Safety remains a priority with features like dual front airbags, an anti-lock braking system (ABS), collapsible steering column, side intrusion beams, panic-brake indication and engine immobilizer.

Mahindra Truck and Bus Division – Guaranteed to Win!

Since inception, Mahindra Truck and Bus Division (MTBD), has been making rapid strides in its segment. From being a fledgling player a few years ago, MTBD is now a formidable contender, having reached the No. 3 position in certain segments with a No. 4 position in the Indian HCV industry. The impending launch of its Intermediate Commercial Vehicles (ICVs) in the upcoming financial year will further cement its reputation as a full range commercial vehicle player.

The success of the BLAZO series of trucks which was launched at the 2016 Auto Expo, has been phenomenal. Today, there are nearly 10,000 BLAZOs on-road, a number that is growing by the day! This success can be attributed to many industry first initiatives such as Mileage Guarantee, prompt service and guaranteed availability of parts from Parts plazas and dealerships. In addition, its proposition of guaranteed customer experience –‘**Har Cheez Guarantee ke Saath**’, has set a new benchmark for superior products and after sales support.

On display at the Auto Expo 2018 was the new BLAZO series, including the most technologically advanced Smart Truck, with features such as FuelSmart, smart SCR BSIV technology, future ready (BSVI ready) engine, several new technology offerings and most importantly, the unique mileage guarantee.

Blazo 49 Smart Truck BSIV – with future truck technologies, is a unique concept truck that will offer a high payload in its category with guaranteed best-in-class fuel efficiency, rugged aggregates and next generation features such as tubeless tyres with alloy wheels, reverse camera, also lock and drowsiness sensors.

Blazo 37 Pusher Axle BSIV – This expands MTBD’s 37T portfolio. While it is designed keeping in mind the need of applications such as tippler and haulage tipper, it also caters to all other applications. It offers the highest payload in the rigid trucks category with guaranteed best fuel efficiency and a combination of 6 Speed driver friendly gear box, rugged aggregates and superior features.

Blazo 25 Tipper BSIV – The BLAZO 25 Tipper is equipped with the first of its kind FuelSmart Technology which ensures optimal performance in a wide range of construction or mining based operations. The company displayed the BLAZO 25 Tipper with AC and Rock Body suitable for shallow mining operations at the Auto Expo.

Other notable exhibits were the **Optimo CNG Container** and the newly introduced **COMFIO BSIV bus** which offer safe and comfortable passenger transport. The COMFIO will be available for staff bus purposes to begin with and in due course for school and tourist bus applications.

As part of its technology prowess, MTBD also showcased its **BSIV driveline with Smart SCR** system which is globally preferred by OEMs for HCVs. The SCR technology has the clear advantage of no exhaust gas recirculation, better fuel economy, high power / torque and better vehicle performance, lower maintenance cost and lowest Ad-blue consumption amongst SCR trucks.

For customer engagement, there was a surprise virtual photo opportunity at the pavilion with MTBD’s brand ambassador and popular Bollywood star, Ajay Devgn.

Rajan Wadhwa, President, Automotive Sector, Mahindra & Mahindra Ltd. said, “At MTBD we are delighted with the performance of our BLAZO range of trucks that has almost touched the 10,000 unit sales milestone. Continuous product innovation and customer centricity which are at the core of our business

have made our industry first guarantees possible. Going forward, we are poised to become a full range commercial vehicle player with the launch of our new LCV and ICV range”.

Customization and VAP

Mahindra also showcased some of its customized and value-added products in its personal and commercial vehicles portfolio.

Customization

KUV100 Adventure Edition– the Adventure edition of the KUV100 sports a wider stance with a customized body and wider tyres. The vehicle appears longer and the bigger tyres give it the look and feel of a rally car. The KUV100 Adventure edition is positioned as a young SUV packed with power and performance. The all-black interior is minimalistic, uncluttered and purposeful but smart and stylish nonetheless.

Thar Day Break – the Thar Daybreak sports 35” tyres, a wider bonnet and an expansive stance. The bodyline sports a chiseled design for masculine appeal. There is no B pillar but instead a space-frame structure with Gull-wing doors for access to the rear seat. Wider front rods maximize the ease of ingress and egress. The interior is plush and luxurious making off-roading a breeze. The addition of a sunroof and premium leather upholstery take the styling up a notch. The spare wheel is back-mounted and comes with a pair of jerry cans for extra fuel.

Value Added Products (Commercial Vehicles):

Jeeto Mini Van - (Urban City Taxi)- Ola / Uber share a taxi Jeeto Retail Counter – FMCG sales counter on wheels Supro Ambulance – as per AIS 125 standards- ARAI approved.

Supro Truck as water carrier Van – Features high load-carrying capacity and branded exterior.

Bolero Pick Up - Big Pick Road Sweeper – Multi broom – Single Engine (without auxiliary engine). PTO-driven road sweeper on BS4 vehicle platform. Equipped with visual aids for the driver for better cleaning results. All-alert system for co-road users as per international standards

Supro Van (Ambulance) – The Supro Ambulance fills the need for a low-cost patient transport vehicle. Built on the same platform as the Supro Van, the ambulance comes equipped with essential features like flammability-resistant interiors, oxygen cylinder brackets and infusion mountings along with a D+5 seating configuration. The Supro Ambulance will cater to nursing homes and hospitals looking for an ambulance with superior space, safety, comfort and operating economics.

Dealership of Future (DoF) – designed by Pininfarina, for an all-new customer experience

Mahindra which has been at the forefront of **innovation** and **technology** chose **Pininfarina’s** 88 years of **experience in envisioning the future** to shape a breakthrough brand and customer experience: the **Dealership of Future**. It is a new format conceived to redefine the **customer experience** thanks to **new digital technologies**.

Experience is the keyword of the project; the creation of an immersive world in which the digital touchpoints are integrated with the tridimensional features of the environment and the car. A journey designed to start before the first visit to the showroom and to continue after sales in a consistent and seamless path.

The Dealership of Future relies on digital technology as the primary means to deliver an immersive customer experience.

Key elements of this experience:

- **Tablet Assistant, Digital Lounge and Digital Transaction Zone** – These tools will be at the heart of the showroom and will provide the customer with a full visual experience of the products, allow them to configure their vehicle to their taste and ensure fulfillment of complete steps required to conclude the transaction. The customer will gain access to the complete experience of product discovery, visual representation, guidance, product information, deal-making and transaction execution.
- **Virtual Reality Zone** – This is an immersive experience powered by the HTC Vive system with motion sensors allowing the customer to experience the vehicle in a virtual environment and experience it like never before. Apart from the virtual car experience, customers can also access guidance and product information.
- **Multi-touch table with RFID object recognition** – This is an intervention that facilitates comparison and product discovery and offers advanced gamification elements that create a differentiated 'Wow' factor for customers.

A new visual language merging digital and physical. Designed by Pininfarina.

The **Pininfarina Architecture** team created a **new visual identity** to give shape to the new generation of dealerships. A language able to enhance Mahindra SUV brand values – adventure and premiumness – translating the brand into stylistic elements shaping the space. A new format that will be applied to all new retail format: Dealership of Future, will be able to strongly and consistently communicate the brand values in different contexts independent of the showroom space. It will harmoniously merge the digital and physical, guiding smoothly the customer through the spaces of the showroom and through all the moments of the experience.

With customer-centricity as the backbone of any new innovation at Mahindra, there was a distinct need to take the dealership experience to the next level. DoF is set to be a trendsetter in this space with services that will enhance customer satisfaction.

Please use the following hashtags for social media updates:

#FutureofMobility
#3Cs
#AutoExpo2018

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, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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