

Press Release
For Immediate Publication

Mahindra introduces the future of pickups: the All-New Bolero MaXX Pik-Up

~ All-new brand to reset benchmarks in the pickup segment ~

- **Bolero MaXX Pik-Up** is designed to address the dynamic needs of modern-day businesses
- **MaXX Technology:** Introduces **iMaXX telematics solution** for enhancing business efficiency and peace of mind
- Offers category-first features for **MaXX Comfort & Safety:** height adjustable driver seats, certified D+2 seating with higher leg room, Turn safe lights
- Carry forward the Mahindra Pik-Up legacy of performance, reliability, low maintenance, and higher payload capacity
 - **MaXX Performance:** Trusted **m2Di engine** with an exceptional mileage of **17.2 km/l***, **best-in-class torque** of 195Nm, and 48.5kW (65 hp) power
 - Higher **payload capacity of 1300 Kg**, **Widest cargo in the category - 1700mm**, best in category **R15 tyres** for improved loading
 - Warranty of **3 years/1 lakh km** and with a **longer service interval of 20,000 km**
- Launches the **Bolero MaXX Pik-Up City 3000** at an introductory price of **₹7,68,000** onwards (ex-showroom); available with a **down payment of ₹25,000** and attractive finance schemes

Mumbai, August 10, 2022: Mahindra & Mahindra Ltd. (M&M), the leader in the Light Commercial Vehicle (LCV) - 2 to 3.5 ton category, announced the launch of the **Bolero MaXX Pik-Up, a new brand of futuristic pickups catering to the transport and logistics needs of modern India.** The company unveiled the brand with the launch of the **Bolero MaXX Pik-Up City 3000** at an introductory price of **₹7,68,000** onwards (ex-showroom), available with a **down payment of ₹25,000** and with attractive finance schemes.

With the evolving transportation needs, Mahindra is introducing a new brand in the pickup segment to address the dynamic needs of modern-day businesses. **Bolero MaXX Pik-Up is a pioneering new brand from Mahindra**, engineered and designed to set new benchmarks in the pickup segment. This latest pickup brand boasts of the advanced connected technology – **iMaXX telematics solution**, enabling effective vehicle management and maximizing business productivity. **Segment-leading comfort and safety features** provide driver convenience on longer routes. Premium design features such as a new front grille, new headlamps, and a premium new dashboard with a digital cluster will accentuate pride of ownership for the business owners.

As leaders in the pickup segment for the past 22 years, Mahindra has consistently focused on understanding the evolving needs of its customers and has continually set industry benchmarks on category-relevant parameters such as performance, reliability, low maintenance, and higher payload capacity, enabling customers to maximize profits for successful businesses.

Veejay Nakra, President, Automotive Division, M&M Ltd., said, *“At Mahindra, we constantly strive to influence customers’ life positively and enable them to earn more and prosper. The All-New Bolero MaXX Pik-Up is a futuristic brand loaded with many category-first features such as the advanced iMAXX technology, turn safe lights, height adjustable seats, in addition to the powerful and efficient engine, and class-leading payload capacity. With this new benchmark brand in the pickup segment, Mahindra once again demonstrates its intention and capability to offer immense value to its customers.”*

R. Velusamy, President, Automotive Technology and Product Development, M&M Ltd. said, *“Our latest offering, the All-New Bolero MaXX Pik-Up is engineered to tackle the high-demand, always-evolving requirements of the pickup market. We have equipped it with iMAXX connectivity offerings hosted on Amazon Web Services, which has unrivalled tech features that help customers monitor and sweat their asset better. All-New Bolero MaXX Pik-Up City 3000 is equipped with a drivetrain that is powerful and offer a higher payload capacity of 1300 Kg yet offers exceptional fuel efficiency of 17.2 km/l*. With this new benchmark among pickups, Mahindra once again demonstrates its intention and capability to revolutionize the pickup segment.”*

About Bolero MaXX Pik-Up

Bolero MaXX Pik-Up boasts of advanced iMAXX telematics solution for enabling new-age business owners to deploy vehicle telematics and on-board vehicle diagnostics to improve business productivity and reduce operating costs. With over 30+ features accessible on a mobile app, the iMAXX telematics solution supports business owners in gaining powerful insights into vehicle health and performance and aids MLO and fleet operators with route planning, delivery scheduling, navigation, vehicle tracking, geofencing, fuel log, amongst other features.

For accentuating driver comfort and safety, the Bolero MaXX Pik-Up comes with several category first features. It is the first pickup in India to offer height adjustable driver seats to ensure a tireless journey. The certified D+2 seating with headrest and higher legroom provides maximum comfort. Safety features such as category first Turn safe lights, LED tail lamps, and front bonnet ensure maximum driver safety.

Endowed with a 5.5-meter turning radius, the Bolero MaXX Pik-Up can negotiate any traffic, narrow city lanes, and flyovers with élan. The compact design makes it ideally suited for city roads for inter and intracity transportation.

Bolero MaXX Pik-Up City 3000 is engineered and designed to deliver MaXX profit with class-leading mileage of 17.2km/l*, critical in today’s high fuel-price sensitive market. The trusted m2Di engine from Mahindra offers best-in-class torque of 195Nm and 48.5kW (65 hp) of power.

Considering urban transportation needs, the Bolero MaXX Pik-Up City 3000 offers a higher payload capacity of 1300 Kg, the widest cargo dimensions in the category - 1700mm, over-slung suspension, and best in category R15 tyres for better loading stance. Additionally, its lower operating cost further boosts savings and income for the customers.

The Bolero MaXX Pik-Up City 3000 comes in three body colour options: Gold, Silver, and White, with a warranty of three years/one lakh km and a longer service interval of 20,000 km. Mahindra is also offering an optional 3-year / 90000 km free preventive maintenance service.

The All-New Bolero MaXX Pik-Up is set to further consolidate Mahindra's dominance in the pickup segment in India. With a 60% market share in Q1 F23 in LCV 2T to 3.5T category, Mahindra has been at the forefront of introducing several class-leading products and technologies in the category to fortify its leadership position.

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, 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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**Under standard driving conditions*