



MAHINDRA DRIVERS CAN NOW 'WHIP THEIR WORKHORSE INTO ANY SHAPE' NEW CAB CHASSIS VARIANT LAUNCHES



November 25, 2008, Sydney - Mahindra Automotive Australia (MAA), a recently formed joint venture between Mahindra and Mahindra India and TMI Pacific, today announced the arrival of its new cab/chassis variant, further expanding their utility vehicle range available to Australian drivers. The only one of its kind, the cab/chassis was developed by Indian auto giant Mahindra & Mahindra specifically for the local market, adding versatility to the 'value for money' Pik-Up offering.

Claire Tynan, CEO, MAA said, "Australian drivers use their utes in such varied ways that we needed to make the personalisation of the vehicle as easy as possible for our end user.

"Mahindra Pik-Up customers will be able to purchase the basic cab chassis model at a very competitive price and be able to fit them out with tipper trays, canopies, trade specific trays with tool boxes complete with secure drawers, which ever shape they require their workhorse to be."



The new variant has been priced competitively, with an entry level Single Cab 4x2 model offered at \$19,990. Pricing of the range has been further revised, making the Pik-Up a very attractive option during these challenging economic times.

The design and features of the vehicle remain largely unchanged. All models have a towing capacity of 2.5 tonne and a one tonne + payload. For a limited time only all Dual Cabs with stylised tub-backs will come with free alloy wheels valued at \$1,400.

A new 'Java Brown' colour has been introduced, available only in the Dual Cab models, and all vehicles will have colour coded body parts (with the exception of the Apple Red). Metallic paint is also standard across the range (except for the white variants).

Functional upgrades include longer seatbelts (extended by 350 mm) for additional comfort, slotted brake-discs for better braking, and updated air-conditioning for improved distribution of A/C throughout the cab.

The new variant will be promoted through an innovative online campaign with the tag line "What would you put on your NAKED Pik-Up". Through engaging creative, visitors will click through to www.nakedpickup.com.au where they will play a game to "dress" their Pik-Up through mixing and matching colours, payloads and preferred trays.

In a recent review of budget 4x4 utes, Overlander 4WD Magazine stated that "... the Pik-Up is the best work/farm ute..." and with regards to performance it said, "...no matter if you are on a farm, on a work site, or on a trail, you are least likely to put a wheel 'wrong' in the Mahindra than any of the other vehicles here... the Mahindra feels like its chassis balance and attitude would be less upset by a full one-tonne payload than any of the others.

"The Pik-Up is also pretty handy off-road with excellent clearance, deep low-range gearing and chunky dual-purpose tyres. More wheel travel at the rear would make it a winner off-road."

Ms. Tynan says, "The feedback we've had about the vehicle since its launch last year has been extremely positive, and drivers love it. The cab/chassis variant will only strengthen the Mahindra Pik-Up's position in the market as customers continue to look for cost effective solutions during this time."



Mahindra Pik-Up Price

Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 2 Cab/Chassis	\$ 19,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 2	\$ 21,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 2 Cab/Chassis	\$ 23,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 2	\$ 25,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 4 Cab/Chassis	\$ 22,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Single Cab 4 x 4	\$ 24,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 4 Cab/Chassis	\$ 27,990 (RRP Inc GST)
Mahindra Pik-Up 2.5 CRDe Turbo Diesel Double Cab 4 x 4	\$ 29,990 (RRP Inc GST)

For more information, please visit www.mahindrapikup.com.au

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About Mahindra Automotive Australia

Mahindra Automotive Australia is a joint venture between Indian auto manufacturer Mahindra & Mahindra and Australian distributor TMI Pacific. It was recently formed to continue the growth and distribution of the Mahindra range of vehicles in Australia.

With over 20 dealers in rural and metro NSW, VIC and QLD, and others in SA to be announced shortly, the company is well positioned to offer a value for money workhorse to both rural and tradesman markets across the country.

About The Mahindra Group

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has recently made an entry in the two-wheeler segment which will see the company emerge as a full-range player with a presence in almost every segment of the automobile industry.

Mahindra's Farm Equipment Sector is the proud recipient of the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. The US based Reputation Institute recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of only four Indian companies to receive an A+ rating from the Global Reporting Initiative (GRI) for its first Sustainability Report.

**For further information, interviews or images, please contact:
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