

TOPGEAR[®] C L U B

Mahindra

C l u b M a g a z i n e

THE ERA OF SEDANS IS OVER



XYLO



SCORPIO AUTOMATIC : TRAFFIC DRIVING MADE EASY

Bumper to bumper traffic just got a whole lot easier to handle with the launch of the new Scorpio Automatic. The car already packed to the brim with technology, has gotten even smarter. With no gears to worry about, and no clutch pedal too, this car practically does the driving for you. Be it stop-and-go traffic or curvy uphill roads, your experience behind the wheel will be nothing short of effortless. A touch of the throttle and the fully automatic 6-speed gearbox will deliver seamless acceleration with the advanced, 2.2litre mHawk engine putting serious power at your command.

The benefits and advantages of the new Scorpio Automatic are many, but there are some that seem to scream 'driving revolution'. Like the greater control you will have on the vehicle as you focus on steering and driving rather than gear selection. Or how ridiculously easy maneuvering in heavy traffic can be. Then there are the small but critical things that make driving even more enjoyable. Like the fact that the Scorpio Automatic does not roll backwards on slopes when in Drive Mode. Or that you couldn't stall the engine if you tried. Or that the Scorpio Automatic comes with in-built, intelligent driving modes (like Normal/Winter Mode, and Uphill/ DownHill Mode) to tackle various driving conditions with ease.

Scorpio Automatic is available in the Scorpio Vlx variant. It offers techy innovations like ABS, Tyre-Tronics, Intellipark, Rain and Light Sensors, Audio and Cruise Controls on Steering Wheel, Smart Window and Immobiliser, making every drive an unforgettable experience.

So what is the biggest promise the Scorpio Automatic makes to those lucky enough to own it? Effortless driving with the unique thrill the Scorpio is known to deliver. But don't take our word for it, head to your nearest Mahindra dealer today, and discover just how easy driving can be.

SCORPIO V-SERIES
Nothing else will do

RAID THE HIMALAYAS: GLIMPSES OF THE THRILLING WIN BY SCORPIO

The victorious Scorpio and its champion drivers



Rally winners being presented their prizes



Prize distribution by Mahindra Team at Munnar





WHIP UP A STORM AND OUTRUN IT TOO.

The new Bolero VLX is fast and powerful. It's advanced 2.49L Common Rail Diesel Engine belts out an amazing 97hp of power. The kind of power that lets you create storms where ever you go.

The Bolero VLX gives you a quantum leap in power and performance due to an Electronic Computer Controlled engine management system. Every drive in the new Bolero VLX will be a sophisticated experience due to an advanced level of refinement with reduced NVH (Noise, Vibration and Harshness) levels. If you were thinking of taking on tough terrain, the superior NGT 530R transmission and upgraded front suspension are designed to help you.

The Bolero VLX also features a sophisticated Voice Assist System which makes the drive safer through an audio alert which warns the driver in case the door is left open or a seat belt is unfastened. The vehicle's stunning body graphics add a dash of style to this powerful SUV. The premium dual-tone upholstery and elegant seating ensures that passengers travel in comfort while the stylish dashboard and trendy instrument cluster add a touch of class to the interiors.

In the words of Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd, "This rugged, yet stylish SUV has enough power to whip up a storm and is ideal for the young, urban customer who takes to the city and the open road with equal ease."

Test drive the new Bolero at your nearest Mahindra dealer and see how this car takes your life by storm.

THE TOUGH NEW
BOLERO
TAKE ON ANYTHING

THE MAHINDRA GREAT ESCAPE PARTICIPANTS DASHING THROUGH ANOTHER THRILLING ADVENTURE DURING THE 48 TH GREAT ESCAPE NEAR MUNNAR





THE MAHINDRA XYLO IS HERE

On the 13th of January, 2009, Mahindra launched the newest member of its family, the Xylo. And with that, the era of sedans has ended. What else would you expect from a car that's packed with comforts unheard of in most sedans? Like flatbed front seats, foldable flight trays, aircraft style aisles and an abundance of space that translates into arm, head and leg room for all three rows. With all these features, Xylo has surely brought the in-flight experience to road travel.

The story began four years ago, and it began with the customer. In fact, even before approaching the design block, team Xylo approached diverse car users across the country. They observed their interaction with cars and identified need gaps. Every desirable feature was then incorporated into the car. To this end, the Xylo was built inside out; a task for which an expert team of 160 engineers was formed. The unique specifications of this car required it to be put together in a hi-tech manufacturing facility. And it didn't stop there. Over a 100 prototypes of the car were tested in rigorous real world conditions. A million kilometers of testing was conducted in the harshest terrain and climatic conditions across the globe. As if that wasn't enough, the Xylo was even put through stringent virtual testing to ensure that the car was as reliable as it was luxurious.

The unveiling of this penthouse on wheels was an intriguing affair. A prelaunch website was created for a sneak preview of the vehicle – something that no other auto brand had done before. The site was a raging hit with over **2,80,000 visits**, in little over a month. It included sections that let people book a test drive, enter various contests and find out about how the Xylo was made and tested. One of the contests was 'Win a Xylo', and by guessing the correct price of the car Mr. Vinayagasundram from Chennai even won a Mahindra Xylo. This site along with the teaser ads generated unprecedented buzz around the Xylo.

In fact, the Xylo became the most eagerly awaited car in recent times. What followed was a launch that matched the immense buzz. One by one Mumbai, Delhi, Chandigarh, Jaipur, Ahmedabad, Bengaluru, Hyderabad, Chennai, Kolkata and other cities saw the Xylo roll out with great fanfare. On the web as well, the Xylo continues to create waves. From the day of its launch the new website has had over 4.5 lakh visits from people who come to read expert reviews and learn more about the car's unique features. The Xylo has been a prominent topic of discussion on social media platforms too. With everyone clearly sitting up and taking notice of this new chapter in first class travel, the era of Xylo has clearly begun.

Write a catchy bumper sticker line for the Xylo, and you could win exciting prizes. Each week three of the best bumper sticker entries will receive T-shirts from Mahindra Xylo. Log onto www.mahindraxylo.co.in for further details.

The Mahindra Xylo logo, featuring the word 'XYLO' in a stylized, italicized font with a metallic, 3D effect. The letters are white with a dark outline, set against a dark background.

ANNOUNCING THE ERA OF THE XYLO ON JANUARY 13TH, 2009



OVERDRIVE

MAHINDRA XYLO

THE INNOVA FINALLY HAS A RIVAL!



HYUNDAI I20
SUZUKI CELICO
SUZUKI INTRUDER
MITSUBISHI L200
MERC SL55 AMG
OPEL INSIGNIA
DAICHI T180L

CNBC-TV18 OVERDRIVE AWARDS 2009

XC2018 875-88

Mahindra unveils multi purpose vehicle Xylo

It costs between Rs 6.24 lakh and Rs 7.69 lakh



Looking up: R. Venu Mahindra, Managing Director, Mahindra & Mahindra, India, and Pravin Kumar, Managing Director, Mahindra & Mahindra, India, at the launch of the Xylo in Mumbai on Tuesday.

Mumbai: Mahindra & Mahindra has unveiled its new multi-purpose vehicle (MPV), the Xylo, in Mumbai on Tuesday. The car is priced between Rs 6.24 lakh and Rs 7.69 lakh. The Xylo is a 7-seater MPV with a 2.2-litre diesel engine and a 1600 cc petrol engine. It features a spacious interior with 180-degree reclining seats, a sunroof, and a rear entertainment system. The car is also equipped with a power windows, a power door locks, and a power mirrors. The Xylo is available in two variants, the Xylo LXI and the Xylo EXI. The Xylo LXI is priced at Rs 6.24 lakh and the Xylo EXI is priced at Rs 7.69 lakh. The Xylo is expected to be launched in other cities in the coming weeks.

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Xylo: Warrior-Prince



With its spacious interior and powerful engine, the Xylo is a true warrior-prince. It offers a comfortable and spacious ride, making it an ideal choice for families and businesses alike. The car is also equipped with a range of safety features, including ABS and airbags, ensuring a secure journey for all passengers.

This month

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ZIGWHEELS

MAHINDRA XYLO EXI

Model	Price
EXI	Rs 7,69,000
LXI	Rs 6,24,000

MAHINDRA XYLO EXI

MAHINDRA XYLO LXI

THE XYLO FACTOR



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MOTORING NEWS

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Verdict

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WHAT THE EXPERTS HAVE TO SAY.

AUTOCAR

INDIA

FIRST DRIVE: From its 7 lakh to 12 lakh diesel

XYLO

is big on space and low on price



Also shown: Chevrolet 50 vs Fabia

UTV-AUTOCAR AWARDS 2009



As per Mahindra, vice chairman and managing director Mahindra & Mahindra, with the newly launched Xylo at the company's Nashik plant on Tuesday. A multi purpose vehicle, Xylo will target high end consumers, with the basic model, Xylo LXI, priced at Rs 6.24 lakh ex-showroom Delhi and Xylo EXI, the advanced version, at Rs 7.69 lakh.

XYLO



LOGAN

LOGAN EDGE – AN EDGE OVER A BILLION PEOPLE.

Logan gives you unmatched exclusivity with the new Logan Edge. Loaded with truly advanced features and styled to perfection, this limited edition car brought exclusivity within reach. The exterior styling of the Logan Edge projects a powerful presence, beginning with its sophisticated twin-tone colour and body graphics, right down to its chrome-plated 14" inch alloy wheels. The spacious interior of the Logan Edge speaks of relentless attention to detail and pampering luxury. With just 500 for a billion people, it gave the term 'exclusive' a whole new dimension.

THE NEW COLLECTION LOGAN – GOING BEYOND EXCELLENCE.

We asked ourselves: Buy why can't we better something that was already great? And we got the answer: The New Collection Logan. It boasts of loads of refinement in comfort, style and technology. Added features like the advanced Driver Information System (DIS), carbon fibre steering wheel, sophisticated music system and other modern luxuries make the new collection Logan more desirable than ever. Other newly added features include Wooden/Silver Centre Fascia, Twin Material Seating, Ergonomic Seating and ABS Braking System.



HIT THE ROADS WITH NEW CUSTOMISED WONDER CARS FROM MAHINDRA.
LOG ONTO [WWW.MAHINDRA - CUSTOMISATION.COM](http://WWW.MAHINDRA-CUSTOMISATION.COM) TO SEE THE ENTIRE RANGE.

Bolero Stinger



Bolero Inspira



Scorpio Body Kit





A WITH YOU HAMESHA INITIATIVE: THE 75 POINT FREECHECKUP CAMP FOR SCORPIO AND BOLERO



Mahindra is pleased to announce the '75 point free checkup camp' being held across the country from the 18th-25th of February. This special service campaign for Scorpio and Bolero owners features a comprehensive checkup of the car. There will be an inch by inch inspection of the car to ensure that it functions and looks as great as it did when it first rolled out of the showroom.

In fact, manufacturers of the car batteries, tyres and other components used in the cars will also be present. They will inspect each car and give customised advice on maintenance.

X-mart, the pre-owned car exchange facility from Mahindra will have special exchange offers for owners of Scorpio and Bolero. X-mart will also be providing a free evaluation of cars at the camps.

All checkups will be conducted by trained Mahindra technicians with specialised equipment, keeping in mind the unique requirements of these cars. There is an exclusive discount for Scorpio and Bolero owners on labour charges and car parts. For more information on the special offers, and the dates of the camp in your city, please contact your nearest Mahindra dealer or log on to www.withyouhamesha.com.

SPECIAL OFFERS FOR TOPGEAR MEMBERS:

EXCLUSIVE OFFERS FOR EXCLUSIVE CARS.

TopGear members can avail of these fantastic deals while treating themselves to unique Mahindra cars. Get Rs. 5000 off on the Scorpio Body Kit worth Rs. 45000. And that's not all. With all customisation Concepts from Mahindra you get a GPS Navigation System completely free. To know more log on to www.mahindra-customisation.com



Bolero Stinger



Scorpio Body Kit

TOP PHILIPS OFFERS FOR TOPGEAR HOMES.

Lose yourself in the audio-visual extravaganza offered by a leader in home entertainment. And that too, at unbelievable prices. TopGear members can now avail of incredible discounts on select Philips Home Theatre Systems. This exclusive offer is available at **Philips Arena** outlets across the country. Enjoy the following advantages:



- A discount of Rs.2,000/- on Performance Range of Home Theatres
- A discount of Rs.5,000/- on Sound Bar Range of Home Theatres
- A discount of Rs.10,000/- on LCD TVs (Only on 5-Series range and above)



To avail of this offer, please carry a photocopy of your Mahindra car's registration papers to the nearest **Philips Arena outlet**. For further information call 012444606761.

NOT A TOPGEAR MEMBER YET?

Don't miss out on all the great offers exclusive to our TopGear members. Enroll yourself in the TopGear club today. Contact your nearest Mahindra dealer to avail of a host of benefits.

TO SUBSCRIBE TO THE E-NEWSLETTER:

Log on to either of the following websites and fill the respective forms. www.mahindraxylo.co.in/ www.mahindrascorpio.com/ www.mahindrarenault.com or www.mahindrabolero.com or visit your nearest Mahindra dealer.

Venu Gopal G, Bangalore January 2009

Mr Venu Gopal's Scorpio met with an accident on the highway between Coimbatore and Erode. Both the front and rear left wheels of the car were badly damaged. And because of the late hour there was no help available locally. Mr Gopal called up the Mahindra Helpline, which directed the problem to CAI Industries, a Coimbatore dealer. The service staff immediately called Mr Gopal up and sent assistance. Meanwhile, Mr. Sangameswaran from Mahindra was driving towards Erode and was informed of this situation. He reached there and stayed with Mr Gopal and his family till they were safe in their hotel rooms. The next day, Mr. Sangameswaran had a detailed checkup of the car done and even coordinated with the insurance surveyor on behalf of Mr Gopal. Mr. Sangameswaran also sent them in his personal car to Bangalore. Mr Gopal greatly appreciated the efficiency and hospitality of the staff at CAI Industries. He said "Mr. Sangameswaran's concern and help, was beyond the call of duty, and for that, hats off to him, and his team".

Mr. Guru Raja Rao, Bangalore December 2008

Guru Raja Rao was driving his Scorpio to Bellary and he had unexpected trouble with his car. He was stranded in a forest near Hangal with his family at 1:00 am. Mr. Raja Rao called the 24hr helpline following which Mr. Riyaz from Bellary Motors contacted and assured him of their arrival. Mr. Raja Rao was satisfied with the team's speedy arrival and support. Once the vehicle reached the garage, Mr. Riyaz and

Mr. Ramchandra's team were able to provide Mr Rao with "outstanding service" helping him through the stressful period. Mr. Raja Rao was also impressed by the team's commitment to repair his vehicle in a timely manner. Mr. Raja Rao said of his entire experience "It is a great moment when one can recognize that first impressions gain the customer and that last impressions keep the customer. A very special thank you to Mr. Riyaz and Mr. K Ramachandra who did just that". Mr. Raja Rao was also pleased with the quality of the follow up work done on his car by Mr. Ramchandra's team and believes the Scorpio is "looking fantastic".

Mr. Amit Lamba, Rohtak, December 2008

Mr. Lamba's Scorpio developed trouble late in the night, leaving him and his family stranded on the road in Delhi. He contacted Mr. Manu Kumar, the Senior Service Advisor at Sri Durga Automobiles who despite being on the other side of town managed to rush to Mr. Lamba's aid with his colleague Mr. Bobby. After securing the car the pair also dropped Mr. Lamba and his family all the way to Rohtak. Mr. Lamba was very pleased with the effort and dedication shown by Mr. Kumar and Mr. Bobby and their team. He believes that these efforts show how the Mahindra & Mahindra Company and its dealer Sri Durga Automobiles really care for their customers. After his very satisfying experience, Mr. Lamba calls himself "a proud Scorpio owner".

MAHINDRA STEALS THE SHOW AT AUTO SHOWS



The Bolero Stinger



The Scorpio Automatic and the Bolero Stinger



The Scorpio gets down and dirty

THE AUTOCAR PERFORMANCE SHOW HELD IN NOVEMBER 2008, MUMBAI



Xylo is the center of attention



Visitors have a closer look at the Xylo



Scorpio shows its metal on the 4X4 track

THE MUMBAI INTERNATIONAL MOTOR SHOW HELD IN JANUARY 2009, MUMBAI

MAIL YOUR FEEDBACK TO THIS NEWSLETTER TO rizwy.arif@mahindra.com



Mahindra

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