

Mahindra

MAHINDRA AUTOMOTIVE NORTH AMERICA

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Mahindra Launches New MPV—“Marazzo”

- **New Indian on-road vehicle has deep ties to SE Michigan**
- **Marazzo is first pay-off of Indian automaker’s decision to come to U.S.**
- **The multi-purpose vehicle was engineered in Auburn Hills**

Auburn Hills, MI, September 5, 2018—Mahindra announces the release of the Marazzo—Mahindra Automotive’s breakthrough new multi-purpose vehicle engineered from the ground up by Mahindra Automotive North America (MANA) in Metro Detroit. The Marazzo represents the first on-road vehicle to stem from the 20B multi-national Mahindra Group’s 2013 decision to set-up an automotive operation in SE Michigan. First established in Troy, MI as Mahindra North American Technical Center—where the initial work on the Marazzo began with a team of just seven people—that operation has since burgeoned into the Auburn Hills based MANA—Mahindra Automotive’s North American headquarters where much of the design, engineering and testing/validation work on the Marazzo took place.

Engineered and designed to a global standard, the Marazzo features an exceptional quality and performance unique to its class, in large part because Marazzo combines the deep experience of American engineering with the prudent mindset and local market expertise of Mahindra’s engineering team based in Chennai, India. Designed to withstand the toughest of India’s rural roads, Mahindra’s diverse team of engineers conceived and implemented a patented, body-on-frame, front-wheel drive architecture for the Marazzo. This innovative configuration yields a balance between comfort, ride-quality and toughness particularly suited to road conditions in developing markets. Subjected to the most rigorous testing of any Mahindra vehicle to date and outfitted with a high-strength steel occupant protection structure, MANA’s team ensured that the Marazzo was designed and engineered to meet or exceed all mature market crash and safety standards. With an array of best-in-class features, “cabin-forward” packaging approach that optimizes passenger comfort, and a patented new 2nd and 3rd row air distribution system, Marazzo is imprinted throughout by the MANA engineering team’s global experience and innovation.

MANA President & CEO, Rick Haas states, “We pulled together a team with deep global expertise from around the world and from a variety of world class engineering organizations. This group, working closely with our engineering and manufacturing organization in India, has produced a vehicle that raises the bar for Mahindra, and sets the stage for future vehicles.”

“We started an experiment with seven engineers in Troy, Michigan back in 2013,” said Rajan Wadhera, President, Automotive Sector. “To see what this operation has grown into—a full-fledged OEM—is a credit to the entire MANA team. The Marazzo is but the first in a new generation of vehicles that will follow.”

About Mahindra Automotive North America

Mahindra Automotive North America (MANA) is the North American headquarters of the 20B Mahindra Group's automotive division. Established in 2013, MANA now employs over 400 people, and became the first automotive OEM to launch a manufacturing operation in SE Michigan in over 25 years when it began producing the ROXOR off-road vehicle earlier this year in Auburn Hills, MI. Working with affiliate Mahindra teams in India, Italy and Korea, MANA also continues to fulfill its mission as a center of automotive engineering excellence, which includes automotive design, engineering and vehicle development, and is led by a team of veteran industry executives, engineers and designers. For more information, visit mahindraautomotivena.com and roxoroffroad.com.

About Mahindra

The Mahindra Group is a \$20 billion (USD) 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, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense and two-wheelers. Headquartered in India, Mahindra employs over 240,000 people across 100 countries. Learn more at mahindra.com.

PHOTO 1:



PHOTO ID: Left to right: Managing Director of Mahindra & Mahindra Ltd., Dr. Pawan Goenka, Mahindra Group Chairman, Anand Mahindra



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