

Mahindra Two Wheelers unveils *Mahindra Rodeo* & *Mahindra Duro* Power Scooters



Mr. Anand Mahindra & Mr. Anoop Mathur at the launch

Mahindra now straddles the entire automotive eco-system

Synopsis:

- Mahindra now has three Power Scooters as part of its product portfolio - the *Mahindra Rodeo*, the *Mahindra Duro* & the *Mahindra Flyte*
- Both the *Mahindra Rodeo* & the *Mahindra Duro* are 125 cc gearless Power Scooters with several class defining features
- Both models incorporate technological & design inputs from Taiwan's SYM & Italy's Engines Engineering
- Available in a choice of **nine** elegant shades usually found on high end sedans

September 10, 2009, Mumbai: Mahindra Two Wheelers, the two wheeler arm of the US \$ 6.3 billion Mahindra Group, today unveiled two new Power Scooters - the ***Mahindra Rodeo*** and the ***Mahindra Duro***. With their contemporary styling and attractive features, these

Power Scooters come packed with a host of features which make riding them a sheer pleasure.

“This launch is a validation of the commitment we made last year to establish a robust, end-to-end global two wheeler business with a presence across segments. With their international appeal and powerful performance, the *Rodeo* and the *Duro* are world class scooters and will extend the Mahindra DNA of ‘tough & rugged’ style to a whole new consumer segment,” said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group.**

“With the introduction of the *Rodeo* and the *Duro*, we have created a new market segment for Power Scooters in India. Both models offer the comfort and convenience of a scooter coupled with the thrill and power of a motorcycle. Mahindra’s strong R&D capabilities and stringent quality control measures, coupled with technological inputs from Taiwan’s Sanyang Industry Company Limited (SYM) and design expertise from the Italy based Engines Engineering, have resulted in a perfect blend of style and power,” said **Mr. Anoop Mathur, President, Two Wheeler Sector, Mahindra & Mahindra Ltd.**

Conquer the Wild West with the Mahindra Rodeo!



The perfect choice for the young urban male, the *Mahindra Rodeo* is a high performance, feature-packed scooter with a distinctly macho demeanour.

A robust 125 cc engine offers 8.0 bhp of power, making it one of the most powerful vehicles in its class. Excellent pick up and smooth acceleration ensures agility even in dense traffic and low maintenance costs.

Telescopic suspension ensures you can ride the *Rodeo* in comfort on the roughest of roads, while specially designed brakes allow smooth and effective braking for a safe ride. A bigger 7AH battery permits easy starting and implies less maintenance.

A colour changing digital console incorporates various car like features including a trip meter, clock, tachometer, digital speedometer and odometer, allowing the rider to see important data at a mere glance. Horn rimmed headlights add to the vehicle’s stylish appearance, while ensuring greater visibility. A USB port cum mobile charger keeps you entertained and connected even on the move. The mirror is adjustable and non-breakable and moves inward in case of impact, resulting in almost no breakage. A unique ‘side stand buzzer’ reminds the rider that the side stand is still on, avoiding any imbalance or undue damage to the vehicle.

The *Mahindra Rodeo* offers the ultimate in comfort, convenience and safety. A specially designed petrol tank inlet in front allows the driver to refuel without having to alight from the scooter. This peppy two wheeler also boasts of the largest illuminated storage space in its category, which allows you to even store food and perishable items as the petrol tank is not located inside.

Ergonomically designed seats ensure a comfortable journey for both the driver and the pillion rider. A 4-in-1 key system starts the engine, operates the fuel lock, handle lock and a magnetic shutter which provides additional safety against theft.

This testosterone packed two wheeler sports aerodynamic, sleek contours with attractive body graphics and is available in seven sophisticated shades usually found on high end sedans – **Fiery Black**, **Forest Green**, **Cappuccino Brown**, **Blazing Red**, **Golden Beige**, **Majestic Maroon** and **Deep Ocean Blue**.

Mahindra Duro – A ‘Made for Everyone’ Scooter

With its stylish good looks and powerful 125 cc engine, the *Mahindra Duro* not only caters to the transportation needs of the entire family but is also the best value for money product in its category as it provides the customer with the highest value per unit of engine cc.

In addition, this nifty two wheeler boasts of the most powerful battery in the segment, ensuring longer working of key electricals. Wide brakes ensure effective braking making the *Duro* a safe scooter.



The *Duro* also has the largest fuel tank in the scooter segment, the widest wheelbase for better stability and a generous storage space to carry your world with you.

The *Mahindra Duro* is available in a choice of six elegant shades – **Fiery Black**, **Pearl White**, **Cappuccino Brown**, **Mystique Grey**, **Majestic Maroon** and **Golden Beige**. The vehicle’s striking contours are complemented by stylish body graphics and a sleek and sporty centre console.

This ergonomically designed scooter incorporates a wider seat and better legroom for maximum comfort and good ground clearance to help the rider tackle rough roads.

Mahindra Flyte – Style icon of the Youth

In 2009, Mahindra kick-started its two-wheeler foray with the introduction of the *Flyte* as its first product offering across India. With its innovative features backed with power-packed performance and contemporary styling, Flyte is an ideal product offering for its target audience - the Youth.



Flyte is powered with a 125 cc engine and boasts of cool features like Front fuelling, 4-in-1 key, largest storage space and telescopic suspension to make it a comfortable, convenient and smooth ride. To add to this, body coloured impact resistant mirrors and vibrant colours for its TG add to the products overall appeal.



The response to the product has been extremely encouraging and is expected to multiply manifolds during the upcoming festive season.

The Mahindra Flyte is available in a choice of five elegant colour options – **Red Oomph**, **Black Mystique**, **Jade Charisma**, **Lavender Groove** and **Silver Flash**.

A robust, end-to-end two wheeler business

Mahindra Two Wheelers will design and market a range of scooters, value engineered motorcycles and high-end motorcycles for the Indian and global markets, helping it establish a robust, end-to-end two-wheeler business in every segment of the industry.

Within the overall two-wheeler strategy, scooters form M&M's entry point into the Indian market and will be an important part of the company's overall two-wheeler product portfolio. There are several macro environmental trends which make the scooter market especially attractive to Mahindra. These include a younger, more affluent customer base with a significant number of empowered women and increased scooter demand in tier-2 cities and small towns. M&M is strongly positioned to cater to this demand, given the company's significant presence and brand equity in these markets.

The strong in-house design and development competencies provided by Mahindra Engineering Services (MES), the Italy-based design house, Engines Engineering and Taiwan's Sanyang Industry Company Limited (SYM), coupled with M&M's R&D strengths will help the company assume a significant position in the rapidly growing Indian and global two-wheeler market.

With this launch, Mahindra Two Wheelers now has three products as part of its scooter portfolio – the *Mahindra Rodeo*, the *Mahindra Duro* and the *Mahindra Flyte* that was introduced earlier.

About The Mahindra Group

The US \$6.3 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 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.

The Mahindra Group recently expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

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 the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08.

For further enquiries, please contact:

Ms. Roma Balwani

VP & Head - Corporate Communications

Corporate Communications

Mahindra & Mahindra Ltd.

Mumbai, India

Phone: (+91-22) 2490 1441

Fax: (+91-22) 2490 0830

Email: balwani.roma@mahindra.com