



## **Maxximo: Mahindra's next generation mini truck to be launched at Auto Expo 2010**

**Mumbai: December 30, 2009:** Auto Expo 2010 will witness the launch of a path breaking vehicle in the small commercial vehicle segment from the Mahindra stable.

Mahindra, the only Indian automobile company to straddle the road transport ecosystem, will showcase their entire product portfolio at the Expo. The company's range of vehicles includes two wheelers, Utility vehicles, Sports Utility Vehicles, Light Commercial Vehicles & Trucks. Mahindra's pavilion will cover over 2,000 sq. meters.

Technology is the abiding theme of the Mahindra pavilion at the Auto Expo 2010. Mahindra's fuel-efficient vehicles and state-of-the-art technologies will undoubtedly appeal to the international audience at the Expo.

**At a press gathering today, Dr. Pawan Goenka, President, Automotive Sector, Mahindra & Mahindra Ltd. said,** "Mahindra will unveil its next generation mini truck, named 'Maxximo', at the Auto Expo 2010. The first product to be rolled out of Mahindra's new state-of-the-art Chakan plant, the Maxximo has been developed and designed on the basis of extensive customer feedback and is all set to rewrite the rules of the game."

The brand name Maxximo was chosen after much deliberation, keeping in mind its promise of delivering MORE – MAXIMUM at its core. The name 'Maxximo' also epitomises the vehicle's futuristic and advanced feel. 'Maxximo', delivers a class leading value proposition of superior performance, style and fuel efficiency.

Equipped with advanced technologies, Maxximo is ergonomically designed and sports stylised and car-like interiors. These and a host of other such class defining features distinguish it from the existing vehicles in this segment, making it the best small cargo carrier.

### **About The Mahindra Group**

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and 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 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 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 and has also received the A+ GRI rating for the year 2008- 09.

**For further enquiries, please contact:**

**Ms. Roma Balwani**  
Sr. VP & Head - Corporate Communication  
**Tel : + 91 22 2490 1441**  
**Email: [balwani.roma@mahindra.com](mailto:balwani.roma@mahindra.com)**

**Anuradha Handique / Saroja Shankaran**  
Genesis BM

98201 42996 / 9819987731  
[Anuradha.handique@bm.com](mailto:Anuradha.handique@bm.com) /  
[Saroja.shankaran@bm.com](mailto:Saroja.shankaran@bm.com)