

Mahindra USA Opens New Distribution Point

Mahindra USA, will open a new assembly and distribution point in Chattanooga on 31st December, 2009. Mahindra USA has moved its North American headquarters from Tomball, Texas to co-locate with its Houston, Texas assembly plant.

The new assembly and distribution point will take the place of Mahindra USA's Calhoun, GA facility and will move assembly and distribution of Mahindra Tractors approximately one hour north. Mahindra USA worked together with one of its partners to identify a suitable distribution channel solution that would meet both its customer's and dealer's requirements for its products, while shifting assembly from its Calhoun facility. This business model is a success in the West Coast and will enable Mahindra USA to strengthen its relationship with strategic partners.

"Our primary goal was to ensure smooth transition as we bring the Chattanooga distribution point on-line. We are pleased to announce that the product availability and service levels that our dealers have been accustomed to, will continue unaffected," stated Mike Hilderbrand, Vice President of Marketing & Organizational Development for Mahindra USA.

14 employees will be affected by the transition to the new assembly and distribution point in Chattanooga, TN.