

Mahindra launches the Scorpio Automatic in Egypt



From Left to right:- Mr Sanjay Jadhav, General Manager, Africa and SAARC countries and Mr. Farid El Tobgui, Chairman Bavarian Autogroup and the entire team at the occasion.

Cairo, January 27, 2010: Mahindra & Mahindra Ltd. (M&M), India's leading automotive brand with a growing global presence, today announced the launch of the Scorpio Automatic in Egypt. The Scorpio Automatic incorporates a fully automatic 6-speed gear box and the powerful 2.2 litre mHawk engine.

Mahindra made its debut in Egypt with the launch of the diesel and petrol versions of its Scorpio SUV in 2008, in partnership with the Bavarian Auto Group.

"We are delighted to expand our product range for the Egyptian market to include the Scorpio Automatic. With in-built intelligent driving modes for an effortless drive and a wide array of smart features, the Scorpio Automatic offers an even greater competitive edge in its segment. Egypt is a strategic market for us and we are soon going to enhance our current product portfolio with the launch of several new products

Moreover, the Bavarian Auto Group, our partner in Egypt, has extensive expertise in assembly and distribution of world class automobiles and will help us further consolidate our presence in the region," said **Mr. Pravin Shah, Executive Vice President, International Operations, Automotive Sector, Mahindra & Mahindra Ltd.**

"With its unique combination of ruggedness, utility and style, the Mahindra Scorpio has acquired a large fan following in Egypt and the Scorpio Automatic will only further enhance the brand equity of this iconic SUV. We are also pleased to extend our association with Mahindra in Egypt where it is a well respected brand name," said **Mr. Farid El Tobgui, Chairman, Bavarian Auto Group**

About the Scorpio Automatic

The new Scorpio Automatic has been designed to make driving an effortless experience. The car's intelligent driving modes provide greater vehicle control in a variety of conditions, be it stop-and-go traffic, slippery roads or steep inclines. Moreover, the Automatic is powered by the

technologically superior mHawk engine which ensures a smoother drive and better fuel efficiency.

The vehicle has a fully electronically controlled automatic gearbox which results in shorter shift times and hence, improved drivability. The Scorpio Automatic is also remarkably low maintenance due to several advantages. The transmission is permanently sealed and does not require an oil change throughout its life. It also incorporates an adaptive strategy to maintain optimum shift quality through the entire life of the transmission. An inbuilt overheat self-protection strategy and a high self-diagnostic capability are additional benefits.

Safety features include a crash protection crumple zone, child locks, ABS (Anti-lock braking system), and two SRS airbags for the driver and the co driver.-The vehicle also incorporates a vehicle security system, as well as an audio system with a CD/MP3 player, pen drive and SD Card compatibility to keep you entertained while on the move.

Mahindra & Mahindra has been growing in stature as an international automotive major. It has assembly facilities in various parts of the globe and exports its global range of vehicles – the Scorpio (known as Goa in Europe), the Bolero and its variants - to Europe, the Far East and Africa. Over the past year, the Scorpio has been successfully launched in markets including Morocco, Kenya, Ghana, Nigeria and Sudan. As part of its growing global spread, India's most loved SUV is now poised to take on the most challenging market, the USA.

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.

About the Bavarian Auto Group

The Bavarian Group is a multinational company established in March 2003. It is the sole importer for BMW and the Mini with exclusive rights for import, assembly, distribution, sales and

after sales of BMW products in Egypt. Since its launch, the group started expanding and invested 80 Million USD in 6 companies and 7 premises in addition to 3 stores with a plan to reach 100 Million USD before the end of 2008. Today, the Bavarian Auto Group is the sole importer and manufacturer of the BMW, the Rolls Royce, the Mini cooper, Brilliance, Jen-Bei and recently, Mahindra in Egypt and is the market leader in the Egyptian automotive industry.

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