

Mahindra is best in show

THAR: *Will be star of stand*

MAHINDRA South Africa is to have a showcase at the Gauteng Motor Show. The show is to be staged at the Zwartkops race circuit, near Pretoria, on June 5-6.

The Mahindra stand will not be confined to a static display. Visitors will have the opportunity to be a passenger alongside experienced drivers tackling the purpose made 4x4 course in various Mahindra models, including the newly launched Thar.

"We are steadily growing our line-up with the latest addition being the retro-look Thar, a no-frills 4x4 with a classic cult appearance that we believe will be a big attraction on our stand," says the CEO of Mahindra SA, Ashok Thakur.

"The very competitively priced Thar epitomises the look of 'Old School cool,' where the core values lie in being rugged and tough, yet retro and basic."

The Thar has a rich legacy, as it can trace its heritage back to the origins of Mahindra which began its operations by assembling the Willys Jeep in India in the 1940s.

Since then, the company has emerged as one of India's leading business houses and the market leader in utility vehicles, with a very strong four-wheel drive DNA.

The Thar was first put on display to the public as a concept vehicle at



the 2008 Bologna Motor Show in Italy. It received rave reviews and generated so much excitement that it prompted Mahindra to launch the model in global markets and it arrived in SA earlier this year.

The new 4x4 Thar is available at 35 dealerships in all the provinces of South Africa, with Mahindra continuing to grow its national footprint.

The introduction of the Thar swells the local Mahindra product line-up to four model ranges - the Bolero, the Scorpio, the XYLO and the Thar, all of which will be on display at the show.

There are Bolero and Scorpio single and double cab pick-ups with a choice of 4x2 or 4x4 transmissions, while the Scorpio SUV offers the option of a manual or automatic

transmission.

Mahindra SA is a fully-owned subsidiary of Mahindra & Mahindra of India, which was established in 1945. It is a well-established operation in South Africa but leverages on its Indian roots and 64 years of history.

The company has dealers in all nine provinces of South Africa. The centres are fully-fledged facilities

that handle sales, service and spare parts.

With 35 dealerships in cities and in towns across South Africa, Mahindra has a growing national footprint.

And it is moving ever deeper into communities as it continues in its drive to offer value-for-money products and services to their growing band of customers.

