

Brand Recognition Award for Mahindra South Africa



The Eagle Awards 2008 have recognized the Heritage Brand campaign run by Mahindra South Africa, by bestowing the Bronze Eagle award. The second ad in the campaign, the 'pink' ad, won the Silver Eagle. The Eagles is a press and magazine awards show that was launched in 1996 by the Independent Newspaper Group in order to up the standard of press advertising. It is annually judged by two international judges of extremely high caliber which is why it is held in such high regard.

HERITAGE CAMPAIGN AD-SERIES

This car
beat the best
from
**GERMANY,
ITALY &
JAPAN!**



"Nicht kleben, kloetzen!"

With this principle "Don't fiddle, smash!" Germany's army had marched through Poland, Norway, Denmark and then avoided the highly fortified Maginot Line into France.

"Blitzkrieg" was born and in only a few years it took the world by storm.

Like a lightning bolt, they smashed through and ran straight for the prize. The home cities.

They moved so fast that defensive lines had to time to reorganize. Broken and confused, the defenders were soon



chopped into groups, surrounded and enveloped. This marked a new era of combat, a war of mobility which would be adopted by Germany, Italy and Japan.

The only way to stop the blitz was to counterattack it. It was here that one rugged car made a world of difference.

By using a light vehicle that was fast enough over uneven terrain, the Allies could catch up to the German advances as they burst through.

In addition to this, these cars were able to transport heavy pieces of artillery as well as rockets, mortars and machine guns. And so, like a pack of hungry wolves, the Allies were able to run alongside the Germans and bite chunks out of the much larger blitzkrieg force.

Edged and defused, the German forces had to huddle and wait until they were bogged down in the snow and mud, the wolves had their prey.

Today, the Mahindra is still built on the traditional principles of those rugged

combat designs, focusing on durability, maneuverability and rugged power.

However, our designs are not only based on the strength of those very first Allied vehicles, we adopt a small piece of German philosophy as well:

"Don't fiddle, smash!"



Mahindra
SINCE 1945

"Nicht kleben, kloetzen! Don't fiddle, smash!"

Experience it for yourself. Call 0801 MAHINDRA.

HERITAGE CAMPAIGN AD-SERIES

PG 1

NEW YORK DAILY

SUNDAY, SEPTEMBER 3, 1945

Man's Best Friend Returns Home

Think you're supposed to love the dog? Well, you're supposed to love the dog that's yours. It's the dog that's yours.

It's the dog that's yours. It's the dog that's yours. It's the dog that's yours.

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THE "ROSIES" ARE STAYING PUT



It's business as usual for Rosie women in the new world.

NEW YORK, Sept. 3.—World War II demand for the home front, and to women of America, was not diminished.

Included in the "Rosies" were the women who were the backbone of the home front, and to women of America, was not diminished.

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MAHINDRA & MAHINDRA OPENING IN INDIA

Expanded program manufacturing and developing in American plants.

The company is now manufacturing and developing in American plants.

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BERLIN OVERRUN BY RATS

UNITED PRESS
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SUNSET FINAL EXTRA New York Daily INSURE your future with NEW YORK

VOL. 47 NO. 86 NEW YORK, SUNDAY, SEPTEMBER 3, 1945 18 PAGES PRICE FIVE CENTS

VICTORY!

GERMANY, ITALY AND JAPAN FINALLY BEATEN

In a ceremony aboard the USS Missouri, Japanese officials signed the act of surrender that brings to an end six years of the worst fighting the world has ever seen.

NEW YORK REJOICES



CELEBRATIONS ERUPT IN TIMES SQUARE

The joy of the American celebration in the heart of Times Square is expressed in the cheering and shouting of the thousands who have gathered there.

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MacArthur gives Japan the Articles of Surrender.

AP Wirephoto

AP Wirephoto



HERITAGE CAMPAIGN AD-SERIES

Built when kids were still watching
TOMMY AND JERRY.

(Small text describing the movie and the vehicle's history)

Mahindra
SINCE 1945

No matter what, move.

The Ad that won Silver Eagle award



For SUCH A TOUGH VEHICLE, it may be surprising to hear IT WAS OFTEN *painted pink!*

The British 7th Armoured Division was known as the Desert Rats and they were tough, rough and down hard to hell.

Most of them had been fighting the desert from the beginning of the war and it made them some of the toughest men to ever walk the planet.

They fought where the sun was a hammer on the smell of sand and it showed on their faces. They let their hair grow and wore the practical headgear of the Arab riders and unlike other soldiers, technology was not their friend.

Anything in the night to last would seem to creep in the whispering sand. They liked something that always needed a solid kick to fix and so a lot was expected from their cars.

Let's be clear, the vehicles were not comfortable. The seats were slightly softer than concrete and you didn't have air conditioning because you drove with the windows down to avoid a glare of light going every way possible.

They were anything but a dream to drive because another was simply not a priority.

What was needed was a body light enough to allow the car to move easily, but also constructed around a core tough enough to withstand impact.

This made it the even enemy to your spine on long trips but your feet found when the shells started to fall. Most importantly, they were built to last and didn't break down.

If one of them failed, it meant a soldier could be left behind enemy lines by himself in the kind of heat that fire holes freeze. And of course, they were painted pink.

Yes, despite their toughness and reliability, a few of the soldiers started painting them that color.

They saw the heat reflected their own, fought the desert demons in smoldering waves of colors from sun to flames, the shimmering heat on the horizon under everything look pink.

A pink car on the broken-burned wreckage, and upland 'Wid-up-eyes was just too late.

After the war ended, the Brits returned home. They shaved their beards, put on some clean clothes and except for occasionally catching a glimpse of a grinning rat behind their eyes, you'd never know what they once were.

The cars also changed. They were modified with various comforts and redesigned to become more appealing to the eye.

However, even though we only started building Willys-Overland vehicles after the war, we took our lessons from the hard-fisted of northern Africa and we stuck to them.

Sure, they have air conditioning now and comfortable seats, but they still have a ladder frame chassis, with a lot more slinking power and a better hot nose strength.

So even though the Mahindra is really not available in pink, it's built to meet the same tough standards of the Desert Rat.



Mahindra
SINCE 1945

Experiences the toughest car life ever of the Sahara. Call 6061 MAHINDRA.



With seats slightly softer than concrete.