



NEW VERSATILE MAHINDRA XYLO – REDEFINING THE MPV

16 March 2009, Johannesburg. Mahindra South Africa today launched its new multipurpose vehicle, the XYLO. The new XYLO is a versatile and spacious MPV that is set to redefine the way people are moved in South Africa.

Mahindra has invested more than US\$ 100 million in the development of the XYLO, which included setting up a new robotic body shop at its Nasik plant in India, as well as an additional trim line at the final assembly shop. Over 200 dies and more than 1 000 new parts were developed.

“The XYLO symbolises the creation of a completely new vehicle platform in the Mahindra stable. We have received very good response to this product in India and are pleased that South Africa is the first country outside India where we are launching this product,” said Dr Pawan Goenka, President of the Automotive Sector and Member of the Management Board, Mahindra & Mahindra Ltd.

The vehicle was first introduced in India in January 2009.

Earlier this year, Mahindra South Africa (Pty) Ltd was further capitalised with the infusion of an additional R30 million in capital. As a result, Mahindra’s shareholding in Mahindra South Africa has increased to approximately 91%, with the balance remaining with African Automotive Investments Corporation (Pty), a subsidiary of African Resources and Logistics Corporation (Pty) Ltd (Arelco).

“South Africa is very important and strategic in our overall globalisation strategy and we are committed to this market,” said Dr Goenka. “We have taken a number of initiatives to ensure the long-term success of our business in South Africa. Apart from the infusion of the required cash and plans for the introduction of new range of products, starting with XYLO and some other products in the near future, we aim to continuously build the brand Mahindra in South Africa. We have a strong focus on after sales and customised market offerings to the consumers, at an overall affordable cost of ownership in the current demanding market environment.”

According to Mr Pravin Shah, Executive Vice President, International Operations at Mahindra & Mahindra’s Automotive Sector, the XYLO is the first of a range of new products that Mahindra will be launching in the country this year. “We are committed to our success in

this country and will continue to provide customers with world-class value-for-money offerings,” said Shah. “The launch of these products will also help us consolidate our position in the sub-Saharan region where we already have a strong presence in markets like Namibia, Botswana, Swaziland, Zambia and Zimbabwe.”

The XYLO range consists of a luxury 7/8-seater E8 version, and the versatile 8-seater people mover, the E2. Both models are powered by a 2.5-litre CRDe engine.

Vijay Nakra, chief executive of Mahindra South Africa said their commitment is as much driven by exceptional value-for-money and after sales service, as by Mahindra’s unique business model that specifically focuses on the needs and expectations of our customers.

“The Mahindra XYLO is a versatile yet affordable people mover that boasts a host of standard equipment, as well as ample space and comfort. It will be the new benchmark in people mobility,” said Nakra. “We believe that the XYLO is the right product at the right price - even in these challenging market conditions, as it offers outstanding value.”

Development and Testing

Mahindra followed global product development processes in creating the XYLO, and the vehicle has been completely engineered around the customer. Initial development of the XYLO started back in 2004, and more than 150 engineers and 800 man years have gone into developing a world quality vehicle.

The Mahindra XYLO was created with customers from all its target countries in mind, including South Africa. Project team members travelled extensively and conducted over 1100 customer interviews in order to better understand their needs.

In addition, some of the leading names in automotive technology have contributed to the development of the Mahindra XYLO. These include Lear for the seating system, Subros for the air-conditioning system (HVAC), Lumax for lamps and Lotus for engineering. These companies were involved since the conceptualisation of the project and testing was done at their facilities worldwide to ensure world quality standards.

With the development of XYLO, more than 1 500 CAE (Computer Aided Engineering) simulations were conducted through the Mahindra Institute of Quality, to ensure that the product adheres to strict design and safety requirements.

Apart from virtual validation, the vehicles were also thoroughly tested for ‘real world usage’ across the world, including South Africa, to expose the vehicle to extreme conditions. Over 100 prototype vehicles covered nearly a million kilometres of stringent testing and validation.

“The vehicle was designed from the inside out and the XYLO keeps all the needs and wants of the customer in mind,” said Dr Goenka. “We have learned a lot of lessons from our earlier projects and these were all incorporated in the making of the XYLO.”

A Roomy, Well-Stocked Interior

The interior of the XYLO is all about space, comfort and convenience, ensuring a roomy and pleasurable ride for all occupants. The car has specifically been designed from the inside out, which translates into ample legroom, even in the second and third rows.

HVAC provides ample cabin heating, ventilation, and air-conditioning through independent vents throughout the XYLO with individual controls for each passenger on the XYLO E8. In addition, the XYLO E8 has Surround Dual air-conditioning with climate control.

The Mahindra XYLO range also offers flatbed front seats, similar to those in business class on an airline. Additional features include foldable trays behind the front seats on the XYLO E8, individual reading lights for passengers and conveniently placed laptop and cellphone charging points on both models.

The car doors on the XYLO E8 are fitted with puddle lamps, providing passengers with additional lighting from the car at night. The interior lights dim gradually after a few minutes, giving passengers enough time to settle inside the car.

On the XYLO E8, captain seats with wide foldable arm rests for occupants in the first two rows provides additional comfort. This model's last row has an armrest in the middle that boasts additional storage space for drinks and other loose items.

Seat configuration in the XYLO E8 is 2-2-3 (or 2-3-3 with the optional second row bench), and the E2 comes standard in a 2-3-3 set-up. The rear bench and the second row seats can be flipped for additional luggage space and spring loading simplifies any adjustment. A small recess on the inside of the rear door frame acts as a grab handle to make access to the back row easier.

The driver's seat on both models is ergonomically designed with height adjustment control to maximise comfort for tall drivers, and the XYLO E8 has additional lumbar support that can be adjusted to three positions. A tiltable steering wheel on both models gives drivers the opportunity to find that perfect driving position.

The XYLO E8 also features a Digital Drive Assist System (DDAS). This alphanumeric display in the centre of the dashboard features, amongst others, trip information, inside and outside temperature, gear position, fuel range and average speed. This model also boasts an Intellipark Reverse Assist that provides a visual prompt in the inside rear view mirror which shows you the distance between the rear bumper and the object behind you.

The 2-Din Entertainment System on the XYLO E8 enables playback from MP3s, CDs, SD cards and USB devices. An illuminated keyhole ring allows drivers to conveniently locate the keyhole even in pitch dark conditions.

Utility spaces abound in the XYLO with a well defined centre console with ample space for loose items. Both models have a lockable storage tray under the driver's seat.

Mahindra's XYLO E8 boasts an additional array of standard features that includes power steering, electric windows, central locking, keyless entry, fog lights, an electrically-operated fuel lid opener, electrically adjustable outside rear view mirrors and plush interior. The XYLO E8 also has ABS as standard ensuring excellent stability during braking. The XYLO E2 also has power steering, HVAC, an electrically-operated fuel lid opener, an immobiliser and electric windows.

Appearance & Handling

The dynamic-looking Mahindra XYLO measures 1 895 mm in height, 4 520mm in length and is 1 850mm in width and has a turning radius of 5.4m, making it as easy as a sedan to manoeuvre in and out of parking spaces.

Colour-coded bumpers, mirrors and grille, along with strong curves on the bonnet and fenders add to the XYLO E8's stature. The XYLO has a ground clearance of 186 mm, allowing easy entry and exit out of the vehicle.

Hours of testing and development has resulted in a stiffer chassis with reduced unsprung masses, providing a smoother ride. Mahindra also optimised the suspension with a multi-link coil spring system in the rear and independent coil springs in the front. Gas shock absorbers with European-manufactured valves provide additional damping.

Steering is well-weighted and provides enough feedback to allow for easy driving. Braking is supplied by discs in the front and drums in the rear.

Engine &Transmission

The Mahindra XYLO is powered by the proven 2.5-litre m-Eagle CRDe engine and delivers 83.5kW at 3 800rpm and 235.4Nm between 1 800 and 3000 rpm. The engine has been refined for better drivability and updated with other technological advancements like dual pilot injections, hydraulic valve adjusters, an automatic belt tensioner and a recalibrated ECU.

Its low kerb weight coupled to the robust m-Eagle CRDe engine that drives the rear wheels, offers very good drivability. The engine is linked to a five-speed manual gearbox that plays a key role in the engine's enhanced performance.

The XYLO clocks 0-60 km/h in 5.8 seconds, with a top speed of 155 km/h, and returns a fuel economy average of 12-14 kilometres per litre in urban and highway cycles.

Recommended Retail Price

Mahindra XYLO 2.5 CRDe E2	R159 900
Mahindra XYLO 2.5 CRDe E8	R189 000

About Mahindra SA

Mahindra SA is a majority owned subsidiary of Mahindra & Mahindra of India, which was established in 1945. The company is a fully-fledged organisation operating in South Africa, leveraging on the strength of our Indian roots and 64 years.

The company has dealers in all nine provinces of South Africa, which are fully-fledged facilities that handle sales, service and spare parts. With over 30 dealerships, in cities and in towns across South Africa, Mahindra has a growing national footprint that is moving ever deeper into communities as they continue in their drive to offer value-for-money products and services to their customers.

The company has also expanded into other sub-Saharan countries, currently exporting vehicles to Zimbabwe, Zambia, Botswana, Swaziland and Namibia. Mahindra SA is also well represented on the agricultural front with a range of tractors currently available in the country.

Mahindra South Africa also has a powerful network in place to ensure the effective and efficient distribution of all parts in all areas of South Africa.

Mahindra South Africa has achieved significant growth in the country since its establishment in October 2004, and since then, the company has sold a total of approximately 11 000 vehicles.

About The Mahindra Group

The US \$6.7 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra is the market leader in multi-utility vehicles in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade, retail and logistics, automotive components, after-market, information technology and infrastructure development. Mahindra has recently 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.

Mahindra's Farm Equipment Sector has recently won 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 recently ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of only four Indian companies to receive an A+ rating from the Global Reporting Initiative (GRI) for its first Sustainability Report.

ISSUED BY WILKEN COMMUNICATION MANAGEMENT

TEL: (012) 460-4448

FAX: (012) 460-4514

E-MAIL: flip@icon.co.za

ON BEHALF OF MAHINDRA SA