

## Mahindra 2 Wheelers launches the New Mahindra Rodeo RZ in South India

**Advanced Z-Series engine offers 125cc power with great fuel efficiency**

**A fully loaded, modern scooter that LETS YOU DO MORE with life**

**Chennai, 20<sup>th</sup> June 2012:** Mahindra Two Wheelers, a part of the USD 15.4 billion Mahindra Group, today announced the launch of the new Mahindra Rodeo RZ in South India, a modern, stylish and feature-packed scooter which is all set to storm the Indian scooter market. The Mahindra Rodeo RZ sports an advanced 125cc **Z Series engine** offering best-in-class pick-up coupled with great mileage.

Speaking on the launch, **Mr. Viren Popli, Senior Vice President - Strategy and Market Development, Mahindra Two Wheelers** said, "The New Mahindra Rodeo RZ, the latest addition to the Mahindra Scooters portfolio, is perfect for young urban couples who are striving hard to do so much more in today's demanding times. The Mahindra Rodeo RZ is a zippy, trendy, youthful scooter with a host of unique modern features, which lets both him and her do more, much more."

The Mahindra Rodeo RZ redefines the concept of riding, making it a sheer pleasure. Its advanced **Z-Series engine** delivers best-in-class pick up. It defies the common myth that powerful scooters are not fuel efficient. With its new Dual Curve Digital Ignition System (DCDI) it gives a superlative mileage of **59.38 kmpl** (ARAI certified). Surely, the most sought after benefit, given today's expensive fuel prices.

This powerful scooter has advanced telescopic suspension and high ground clearance, allowing the rider to glide over the trickiest of roads, making them look a lot less menacing! Further, its comfortable front fuelling ensures that the rider does not need to get off during re-fuelling stops - now you can sit tight and enjoy the ride!

Mahindra Rodeo RZ is the only scooter in India with a stylish and advanced Digital Dashboard with tachometer, tripmeter, acceleration timer, odometer, speedometer, over speed alarm, fuel gauge, clock and a side stand buzzer, all included. The digital dashboard is also endowed with a stylish 7 colour interchangeable backlit panel. With a host of so many unique features, the New Mahindra Rodeo RZ is sure to deliver a fun-filled and exciting riding experience!

This feature loaded scooter even has a mobile phone / MP3 charger, ensuring one stays connected and entertained even when on the move. It also offers a 4-in-1 Anti-Theft Key which keeps the Mahindra Rodeo RZ safe. Designed for today's youth, the new Mahindra Rodeo RZ is truly futuristic.

The New Mahindra Rodeo RZ has already received tremendous positive response by eminent trade and digital media experts. Mahindra Rodeo RZ is the outcome of the relentless effort of Mahindra 2 Wheelers' acclaimed R&D, the third largest R&D set up in the country in domestic two wheelers.

This peppy new two-wheeler is available in a range of 7 cool colours, including some really trendy ones like Mystique Violet, Electric Green and Flame Orange. The Body Coloured Mirrors add to the style quotient of the scooter. The ex- showroom prices are: AP – Rs.49,575 /-, Kerala - Rs 49,410/-, TN – Rs. 50,710/ and Karnataka – Rs. 48,930/-, respectively.



Aside from the Mahindra Rodeo RZ, Mahindra 2 Wheelers has a full range of powerful 125 cc scooters catering to different consumer segments. The powerful 125 cc Mahindra Duro DZ is a tough scooter for carrying one's family on tough Indian roads, while the Flyte is the Indian woman's two-wheeler of choice.

### **About The Mahindra Group**

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. Mahindra has a presence in the automotive industry, agribusiness, aerospace, components, consulting services, defence, energy, financial services, industrial equipment, logistics, real estate, retail, steel and two wheelers.

A **USD 15.4 billion** multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries.

In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow.

In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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