

TOPGEAR[®] C L U B

C l u b M a g a z i n e

**WEEKENDS HAVE
A NEW GETAWAY**



**THE WIDE BODIED
SEDAN WIDENS ITS
MARKET PRESENCE**

**THE DARING UV
GETS A LOAD OF DASH**



Indian weekends now have a new Getaway.



If the Scorpio redefined the Sport Utility Vehicle (SUV) category in India then the Scorpio Getaway looks all set to introduce the pleasure of getting away on weekends. This new car from Mahindra boasts of a spacious, open boot that can easily accommodate anyone's idea of fun – be it a camping tent, mountain bike, or a surfboard.

To quote Mr. Rajesh Jejurikar, Executive Vice President, Sales & Marketing, M&M, the Getaway 'packs the DNA of the Scorpio into a lifestyle SUV.' Like all Mahindra vehicles, it is tough. Its deck is scratch resistant, thanks to a poly-coated surface. The spacious interior is dotted with ample

storage spaces. Standard features include power steering, air conditioning, power windows, remote central locking and even a voice assist system. The Getaway is powered by a 2600cc common-rail diesel engine (CRDe). So you can expect quieter trips wherever you're headed.

The Getaway was launched in select cities across India. It is the first Indian lifestyle SUV which has a global footprint. The vehicle is already making a mark in South Africa and Australia. Considering Mahindra's track record abroad, it looks like Getaway is all set to script many more success stories.



SCORPIO
getaway

Nothing else will do



THE WIDE BODIED SEDAN WIDENS ITS MARKET PRESENCE

Mahindra Renault's Logan, India's first wide body sedan is now the largest selling as well. The sales figure is fast approaching the 15,000 mark, since its launch in April.

The Logan has been a phenomenal success right from the beginning. Since the day of its launch there has been a tremendous increase in the number of bookings. In fact over 3,000 Logans were booked within three weeks of its launch. It's quite evident, customers were more than satisfied with the

Logan's delivery on space, safety and performance. The wide body car is available in three engine options - 1.4 & 1.6 petrol and 1.5 diesel.

But according to Mahindra Renault, this is just the beginning. The company will continue to use the feedback from customers to make this luxury sedan even better. And this doesn't come as a surprise. After all they are a company that sets benchmarks for themselves as much as for the competition.



LOGAN



DARING NOW GETS A LOAD OF DASH.

Bolero, the no.1 UV brand in the country, was launched with a host of new features in March this year. The Bolero retains its classic styling and performance but now sports enhancements in design, comfort and convenience add-ons.



What particularly stand out are the muscular front bumper and commanding grille ornament. On the inside, the driver's seat has been

redesigned for more comfort. The AC boasts of multidirectional louvres, for cooling as per your convenience. The middle row seats have an armrest in the middle. Then there are spaces for magazines, maps, bottles, cans, even a 12V mobile charging point.

The top-end model, Bolero SLX, has some additional features like a warning to alert you about open doors and unbuckled seat belts or central locking. All variants include safety features like anti-roll bars and brakes that prevent wheel locking. Expect no less on the performance front. The power, torque, fuel efficiency, low

maintenance are just what thousands of Bolero owners have come to expect. No wonder, Bolero made history in October, 2007 with a mind numbing 5877 units sold, the highest ever in a single month.



THE TOUGH NEW
BOLERO
TAKE ON ANYTHING

GREAT ESCAPE- MUNNAR The 39th Mahindra Great Escape found a whole lot of adrenalin addicts streaming to Munnar. 150 participants driving 46 different Mahindra vehicles took on a challenge that spread over 50 kilometers of slush, mud, gravel, rocks, hillocks and streams. Mr. Hari Singh, a celebrated rally champion, had plotted the route in a way that challenged every aspect of the driver's skill. And at the end of the day, the participants had their fill and looked satiated. For the time being at least!



WATCH OUT FOR CHANDIGARH The general buzz in Chandigarh is that the Mahindras are coming. And soon. The 40th Mahindra Great Escape will be held there. A rally that promises to be as challenging, as exhilarating and enjoyable as the earlier ones at Goa, Munnar, Silvassa, Coorg and North Bengal. Currently, rally experts are giving the final touches to the route. Every little thing is being considered. And taken care of. Like strategically placed route signs. Rescue vehicles at regular intervals. Refreshments. Everything. Nothing will be left to chance. If you haven't registered yet, now is the time to do so. Log on to the Scorpio/Bolero website or contact our nearest dealer. Chandigarh is calling.





ADD A LITTLE MORE SCORPIO TO YOUR LIFE

Mahindra Scorpio becomes the first SUV in the country to launch a collection of lifestyle accessories. The premium range is titled the S-collection. It includes keep-hot tumblers, stylised key chains, polo-necked and round-necked T-shirts and even miniature Scorpio model toy cars.

Mr. Vivek Nayer, VP Marketing, M&M Automotive Sector, says "Our premium lifestyle accessories would appeal to those customers for whom the car is an extension of who they are and what they aspire to be."

Sources at Mahindra say that the company will come out with more accessories in the very near future. Currently the S Collection is available at Mahindra Scorpio dealerships in select cities. Customers will certainly be pleased. But the big question is 'is the competition reading this as well?'



Nothing else will do



Scorpio launched 'Full Throttle,' a music album in partnership with Times Music. A compilation of 12 pulsating tracks, to put lots of pep into your drive.

THE SCORPIO RACES ON A NEW TRACK.

The album opens with the 'Don Scorpio Hyacinth Remix' and progresses to a remix of 'Blessing' composed by Aman and Ayan Ali and many more remixes by DJ Suketu. The CD also features international artistes like Blitz and Euphoria.

The album will be available at all Planet M outlets, as well as other music stores across the country.

10% OFF ON MAHINDRA ACCESSORIES.

Hands free kit, Scorpio steering snack table, double CD visor, DVD screen, cell phone/ sun glass organiser, speakers, CD wallet- 32 capacity, cup holder wedge, Scorpio net bag, remote control-steering wheel, back seat organiser with tray, automotive sun glass holder, and many more. Offer till stocks last. Contact your Mahindra dealer.

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*Conditions Apply

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If you subscribe now, you also stand a chance to win a Full Throttle CD.

WITH YOU HAMESHA



Every Mahindra vehicle is backed by one of the largest service networks in the country. We call it **With You Hamesha**. A round-the-clock service initiative that's geared to provide customer care under all circumstances. But there's more to 'With You Hamesha' than mere assistance. It is also a medium for you to express yourself. If you have a concern regarding any Mahindra product or service, you can voice it here. It could be a feedback, a suggestion, a complaint, or even any personal information update like a change in phone number or contact address. Apart from the toll-free number (1800-22-6006-09935066006), you can also register your response at the following Mahindra websites: www.mahindrascorpio.com/ www.mahindrarenault.com/ or www.mahindrabolero.com.

THE 'WITH YOU HAMESHA' EXPERIENCE

A WEDDING GIFT

Mr. Pawan Israni walked into a Scorpio showroom one day, and booked the car. In a casual conversation with the sales executive there, Mr. Prakash Pathak, he happened to mention that he's getting married on the 29th of that month. On the wedding day, while the reception was in progress, the dealership sales team dropped in with a huge bouquet to congratulate him. This left the bridegroom speechless. The incident left such an impression on him that he recommended the Scorpio to his friends. Two of them purchased Scorpions from that dealership within a month.

Provincial Automobiles, Nagpur

CONVINCING THE UNCONVINCED

Mr. Cyrus Watchmaker was planning to buy an SUV, but not one from the Mahindra stable. Mr. Asheer Rizvi, an Assistant Manager of the nearest Mahindra dealership came to know about this. He paid a quick visit to Mr. Cyrus and convinced him to take a pleasure drive in the new Scorpio CRDe even if he was not planning to buy it. Post the pleasure drive, he was impressed with the comfort and power of the vehicle. So much so, that he immediately booked the Scorpio CRDe.

Provincial Automobiles, Nagpur

SHARING A CUSTOMER'S DELIGHT

Mr. Sunil Pagar, the principal of a school in

Nashik, had given his Scorpio for servicing. The day he was supposed to collect the repaired vehicle was also the day he was awarded the Adarsha Shikshak Puraskar by the Government. As soon as he arrived at the service station, the manager ushered him to the workshop. What followed was something he had least expected. The entire service team along with their owner Mr. Jitendra Shah had gathered there with flowers and a gift to congratulate him. Mr. Pagar was also given a cash discount on the repair bill. Needless to say, he was quite moved by this unusual gesture.

Jitendra Motors, Nashik

RELIEF ON A DAY WHEN ALL WENT WRONG

It was raining heavily when Mr. Kamal Pathak was on his way to Baroda in his Scorpio. Unfortunately, he met with an accident. The car was damaged, and his son who was travelling with him suffered injuries too. Somehow he managed to reach the nearest Mahindra service centre, only to find the centre severely waterlogged. But what followed was hardly what he had expected. The entire service team rose to the occasion. They promptly started repairing his Scorpio. But not before administering first aid to his injured son. Within an hour the car was ready to hit the roads again. The hospitality and professionalism of the Mahindra team left Mr. Kamal speechless.

Jitendra Motors, Nashik

CARE HAS NO SUNDAYS

Unfortunate things happen. Like it happened one Sunday when a heavy branch fell on Mr. Tejas's Scorpio. It was a highly distressed Mr. Tejas who called the nearest Mahindra Service Centre for help. Mr. Sachin, the service advisor was attending to a personal emergency. Nevertheless, he came to Mr. Tejas' rescue. On a day when almost everything is shut, he took care of all the formalities and started the repair work. The other members of the service team also helped him through every step of the insurance claiming process. Mr. Tejas was so taken in by the concern shown by the team that he is considering another Mahindra vehicle!

Ambition Auto, Mumbai



Mail your feedback to this newsletter to rizwy.arif@mahindra.com



Mahindra

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