

## **Mahindra Technology on display at the Auto Expo 2010**

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**Jan. 8, 2010** - [PRLog](#) -- New Delhi January 6, 2010: A highlight of the 10th India Auto Expo was Mahindra & Mahindra's technology display, focused on its commitment to eco friendly, highly safe personal mobility. Mahindra vehicles are powered by these and other technologies that are sold in diverse markets across the world.

"A commitment to environmental sustainability and frugal technological innovation lies at the very heart of Mahindra's business strategy and culture," noted Mr. Anand Mahindra, Vice-Chairman & Managing Director, Mahindra Group.

### **Clean Diesel**

Mahindra's commitment to current and future environmental needs is showcased in the 2.2 liter, 16-valve DOHC, 4-cylinder mHawk common rail clean diesel engine. The mHawk minimizes emissions, meets the demanding Euro 5 and T2Bin5 Emission standards and delivers up to 320 N-m (236 pound-feet) of torque at 103 kW (140hp) — enough to tow up to 2250 kg (5,000lbs) in weight.

With this engine powering its compact pick-ups and SUVs, Mahindra delivers an optimal combination of eco-friendliness, superior road handling and hauling, and safety and comfort features to its customers.

### **Emission & Safety regulations**

Mahindra vehicles are designed to meet the most stringent emission and safety regulations of the markets where it sells its vehicles. In its most advanced form, they use urea with SCR technology, which reduces NOx by 90 %, and DPF (diesel particulate Filter), which decreases harmful particulates. This technology requires ultra low sulfur diesel.

Mahindra vehicles are designed with features such as dynamic electronic stability control (ESC), traction control system (TCS) and intelligent 2-stage airbags. These features are available in high-end versions.

### **Reliability**

Mahindra has always been committed to the highest quality. It is proud of its record of manufacturing, and its goal of near-zero new product defects.

To ensure that customers are alerted to any performance issues, Mahindra vehicles are equipped with advanced on-board diagnostics systems, highlighted in its technology display.

### **Looking towards a new decade**

Mahindra's automotive division sees the next decade as one of steady expansion through socially conscious engineering, suitably adapted to regional needs.

Notes Dr. Pawan Goenka, President of Mahindra's Automotive Division, "As Mahindra's Automotive Division enters the next decade of the 21st Century, it does so with a full commitment to providing a growing array of products whose technologies are aligned with the emerging technological and environmental needs of its customers across the world."

For further details visit [www.mahindraauto.com](http://www.mahindraauto.com)

### About the Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$6.3 billion Indian multinational. It employs over 1,00,000 people across the globe and enjoys a leadership position in utility vehicles, tractors and information technology, with a significant and growing presence in financial services, tourism, infrastructure development, trade and logistics. The Mahindra Group today is an embodiment of global excellence and enjoys a strong corporate brand image.

Mahindra is the only Indian company among the top tractor brands in the world and has 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.

The Mahindra Group expanded its IT portfolio when Tech Mahindra acquired the leading global business and information technology services company, Satyam Computer Services. The company is now known as Mahindra Satyam.

Mahindra's Farm Equipment Sector is the proud recipient of 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 ranked Mahindra among the top 10 Indian companies in its Global 200: The World's Best Corporate Reputations list.

Mahindra is also one of the few Indian companies to receive an A+ GRI checked rating for its first Sustainability Report for the year 2007-08 and has also received the A+ GRI rating for the year 2008- 09.

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