

Mahindra launches Stylish New Bolero Pick-Up Flat Bed with Micro Hybrid Technology

- Bolero Pick up Flat Bed is a modern stylish Pick-Up with higher load carrying capacity of 1,250 Kg with biggest cargo box area in the pickup category
- Powered by the trusted and proven MDI Engine - 63HP (46.3 KW) of Power, 195 Nm of Torque and Micro Hybrid technology resulting in High Mileage of 13.86 km per litre*
- Stylish Dual tone interiors and Premium comfortable Seating – fabric seats with headrest, recliner and slider with retractable seatbelts
- 3 yrs unlimited kilometres warranty on engine and driveline
- Competitively priced at Rs. 5.58 lac (BS3 ex-showroom Indore)

Indore, October 1, 2013: Mahindra & Mahindra Ltd., the leader in the Indian pick up segment, today announced the launch of a refreshed 'Bolero **Pick-Up Flat Bed**', at a price of Rs 5.58 lac (BS3 version) ex-showroom Indore. The refreshed look Bolero Pick-Up Flat Bed comes with pioneering micro-hybrid technology, more contemporary and stylish exterior and interiors and a higher load capacity of 1,250 kg. It retains the core values of the tough and rugged Bolero Pick-Up.

The Bolero Pick-Up Flat Bed is the flagship brand in Mahindra's pick-up portfolio contributing over 60% to overall pick-up sales. The stylish new Bolero Pick-Up Flat Bed will cater to the evolving needs of stand operators, businessmen and traders. It is powered by Mahindra's trusted and proven MDI Engine which has an output of 63HP (46.3 KW) with 195 Nm of Torque, equipped with Micro Hybrid technology & delivers an excellent 13.86 km per litre* of mileage.

Speaking on the launch, **Pravin Shah, Chief Executive, Automotive Division, Mahindra & Mahindra Ltd.**, said "The Indian pick-up market is growing at a healthy rate and is also witnessing an evolution in customers' demands and behaviors. As leaders in the pick-up segment for over a decade, we have made it a business imperative to understand these changing needs and evolve our products accordingly. The new Bolero Pick-Up Flat Bed with more modern, macho and stylish looks and superior fuel efficiency is a step forward in this direction to deliver greater earning potential for our customers while retaining the basic tough and rugged DNA associated with Mahindra vehicles."

The new Bolero Pick-Up Flat Bed has several best-in-class features, which makes it a strong value proposition for potential customers.

About the Bolero Pick up Flat Bed

More stylish

The new Bolero Pick-Up Flat Bed has a new fascia with multi-reflector headlamps, the Mahindra signature grille and stylish metallic bumper. The strengthened fender extensions on the wheel arches give a macho look to the vehicle. It comes with superior paint quality due to the use of CED (Cathodic Electro Deposition) paint technology at Mahindra's Kandivali plant. This technology improves corrosion resistance, paint finish and gloss significantly. It also has trendy dual tone interiors with a new elegant gear knob which enhances the appeal of the cabin.

Higher performance & Earnings

New Bolero Pick Up offers power packed performance as it comes with a **trusted and proven MDI Engine**. With its 63HP (46.3 KW) of Power and 195 Nm of Torque as well as robust build, the vehicle provides good fuel efficiency of 13.86 km per litre*. The biggest cargo box in the pickup category (2540mm X 1700mm X 650mm) allows the vehicle to carry a payload of 1,250 kg even on tough roads and terrain.

Low on Maintenance

The vehicle has a much lower operating and maintenance cost and requires an oil change only after every 10,000 kms and gear oil change after every 40,000 kms, resulting in higher earnings for customers. Not only this, it comes equipped with a 3 years unlimited kms warranty. Spare parts are readily available and are extremely affordable.

More Convenience

The easy to drive new Bolero Pick-Up Flat Bed comes with bucket seats with slider, recliner and headrest which makes the longest of journeys very comfortable. It has a magazine pocket, mobile holder and charging point for convenience. The vehicle also has washable floor mats, which help in keeping the cabin clean and it has an ELR (*Electronic Lock Retractor*) seat belts for both the driver's and co-drivers safety.

(*ARAI figures for BS3 Version)

About Mahindra

The Mahindra Group focuses on enabling people to rise through solutions that power mobility, drive rural prosperity, enhance urban lifestyles and increase business efficiency.

A USD 16.2 billion multinational group based in Mumbai, India, Mahindra employs more than 155,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [after-market](#), [information technology](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2012, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. In 2013, the Mahindra Group received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category.

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