

Mahindra Showcases its Global Two Wheeler Prowess at the 13th Auto Expo 2016

- **Mahindra Racing unveils an All New MGP30 racing motorcycle for season 2016**
- **Mahindra GenZe showcases its all electric two wheel transportation alternative, GenZe 2.0**
- **Announces the Mojo Tribe Riders Club – an exclusive club for Mojo owners who exemplify the true spirit of riding**

February 3rd 2016, Greater Noida: Mahindra & Mahindra Ltd., part of the US \$ 16.9 billion Mahindra Group, today unveiled its global two wheeler and racing prowess at the 13th edition of Auto Expo 2016. The product display included the unveiling of an **All New MGP30 racing motorcycle** for the 2016 season by Mahindra Racing, the Indian showcasing of its electric two wheeler, **GenZe 2.0** as well as the announcement of the exciting **Mojo Tribe Riders Club**.

Present from Mahindra were Anand Mahindra, Chairman, Mahindra Group, Dr. Pawan Goenka, Executive Director, Mahindra and Mahindra, Rajesh Jejurikar, President & Chief Executive, Farm Equipment & Two Wheeler Division, Mahindra & Mahindra, Vish Palekar, President and CEO, Mahindra GenZe, Ruzbeh Irani, Chairman, Mahindra Racing, Vinod Sahay, Chief Operating Officer, Mahindra Two Wheelers and Mufaddal Choonia, CEO, Mahindra Racing.

Speaking on the occasion, **Anand Mahindra, Chairman, Mahindra Group said**, “We are delighted that the new Mahindra Racing 2016 MGP30 motorcycle is making its global debut at the Auto Expo. This motorcycle is the first all new product that has emerged from Mahindra Racing’s development centre in Italy. It is also evidence of Mahindra’s growing technical skill in the development of world class high performance racing machinery. We are also very proud to be bringing back the Peugeot Motorcycles name to international racing. Our innovative GenZe 2.0 electric two wheeler, which made its US debut in January, will also be showcased at the Auto Expo.”

Pawan Goenka, Executive Director, Mahindra & Mahindra said, “The Auto Expo is an important platform for the Mahindra Group given that we are displaying our comprehensive range of mobility solutions. Our two wheelers and racing verticals are showcasing their best ever range of diverse products which is a testimony to the innovative and world class technologies that are now available across our Group. Through a product like the GenZe 2.0, we are committed to a clean and green tomorrow encompassing alternative technologies into our research and development and commercialisation plans.”

Mahindra Racing's All New MGP30 Racing Motorcycle unveiled!

Mahindra Racing, the only Indian constructor in the MotoGP World Championship, today unveiled an all new MGP30 Moto3 racing motorcycle for the 2016 season at the Auto Expo. The 2016 MGP30 is a significantly upgraded motorcycle in almost every area as Mahindra Racing aims to fight at the front of the highly competitive Moto3 World Championship in 2016.

The new bike has been developed at Mahindra Racing's European headquarters at Besozzo near Varese in Italy, part of the Indian automotive and technology giant's 'neural network' of research and development centres located around the world.

Changes to the 2016 specification MGP30 have focussed on improved power delivery and acceleration, top speed and further improvements to Mahindra's highly praised handling besides a host of other changes to improve the quick serviceability of the motorcycle. A new engine, gearbox and aerodynamic package is matched by several refinements to the chassis and electrical components. All these changes combine to offer greater performance in tune with a new double exhaust system developed by Arrow.

"We have a very strong line-up both on and off the track for 2016" commented **Mufaddal Choonia, CEO, Mahindra Racing**, "We have bolstered our own engineering team under our R&D chief, Davide Borghesi, significantly enhanced our procurement, quality control and vendor partnerships through team led by Michele Ciappina. A mixture of continuity and new young talent in our rider line-up makes me confident that we will see some good results from our teams. We are looking forward to further pre-season testing and will continue to make positive strides in our motorcycle racing programme in 2016."

The new Mahindra MGP30 will be campaigned by factory entry Team Aspar with retained talented young riders Pecco Bagnaia (age 19, ITA) and Jorge Martin (age 18, SPA). Three Mahindra customer teams will see six further MGP30 machines on the grid in the hands of Team CIP, the Outox Reset Drink Team; and MTA Team Italia: all running two rider outfits.

New to the Mahindra family in MotoGP is Peugeot Motorcycles factory team, SP Racing. An impressive line up of Frenchman Alexis Masbou (age 28) and Briton John McPhee (age 21) will contest the Moto3 World Championship on an MGP30 derived Peugeot.

The Mahindra GenZe 2.0: Smart. Connected.

Mahindra GenZe, the leader in all-electric two-wheel transportation alternatives today unveiled the GenZe 2.0 at the Auto Expo, the first connected all-electric scooter. The GenZe 2.0 is designed to help alleviate challenges associated with urban commuting, parking, congestion and pollution. It has a removable lithium-ion battery that can be recharged at any standard electrical outlet, providing optimal freedom and ease of use.

Speaking at the launch of the GenZe 2.0 at the Auto Expo, Vish Palekar, President and CEO, Mahindra GenZe mentioned, "It is a moment of pride for us to showcase this unique and one-of-its-kind two wheeler, the GenZe 2.0. Cities around the world are challenged by traffic congestion and lack of parking space. The GenZe 2.0 is a perfect example of providing a solution to these anomalies. This along with the drive to reduce our carbon footprint while providing effective

transportation presents a need for connected and sustainable electric mobility solutions which the GenZe 2.0 fulfils.”

The GenZe 2.0 is designed with seamless IoT communication that allows continuous monitoring of more than 95 vehicle parameters, including:

- Battery state-of-charge
- Range estimation
- Remote diagnostics
- Alerts for theft, distress and geofence triggers
- Customized navigation features

The GenZe 2.0 distinguishes itself by providing differentiated capabilities which include:

- 1) Cruise Connect 7 inch touch screen display and connectivity with configurable riding modes and integrated telematics streaming cloud hosted vehicle data to various user interfaces including an App with navigation, security and geo-fencing capabilities
- 2) Back Bay storage with best-in-class 34 kgs (75 lbs) carrying capacity and a power port for cell phone and tablet charging while on the go
- 3) Smart Pack removable, portable lithium-ion battery with ability to charge without special infrastructure
- 4) Cast-Aluminium Exoskeleton that is lighter and lasts longer than a typical steel tube frame covered by plastic
- 5) Improved ride quality with a plug and play electric drivetrain and regeneration, calibrated twist and go throttle with a greater than 100 Nm of torque and larger front wheel for increased stability

The GenZe 2.0 has best-in-class 0-48.3 kmph in 8 seconds, 48.3 km on a single charge, excellent turn radius and the ability to handle payload capacity of up to 34 kgs. As an urban vehicle, it travels up to a max speed of 48.3 km.

The Genze 2.0 is part of a global initiative of smart transport solutions. While not currently available in India, it has been launched in the USA in the Bay Area and in Portland and its availability continues to expand.

Mahindra Launches Mojo Tribe

Mahindra Two Wheelers today announced the launch of the **Mojo Tribe**, a club meant exclusively for owners of the recently launched Mojo motorcycle. The club brings together a group of biker enthusiasts who navigate every turn to welcome the magic of possibility, the lure of freedom, the excitement of adventure and the power of untold tales.

Speaking on the occasion, **Vinod Sahay - COO, Mahindra Two Wheelers Ltd.** said, “The Mahindra Mojo has been a head turner right from the day of its launch with accolades from riders and industry experts alike. Built with precision, the Mojo is a vehicle crafted for versatility to deliver superior riding experience. The **Mojo Tribe** brings together a brotherhood of people who exemplify the true spirit of riding”.

The catchy **Mojo Anthem** released today embodies the true ethos of the Mojo tribesmen as they forge the trails to make Mojo Tribe a one of its kind experience.

The thrill for riding just got bigger with the new season of the **Trails of Mojo Tribe 2016 – 17**, which celebrates the spirit of riding through 4 thrilling trails, each promising a different terrain and experiences of lifetime. One could enjoy conquering new peaks on the **Mountain Trail**, chasing the winds on the **Coastal Trail**, exploring nature on the **Jungle Trail** or pushing oneself to the extreme on the **Desert Trail**. All these trails culminate into the **Mojo Rising Trail**, an annual get together of Mojo owners at Goa, to share countless moments of exhilaration with fellow riders and of course, your Mojo!

Mahindra has also launched the **Mojo Tribe Mobile App** exclusively designed for Mojo owners, providing them a platform to share their experiences and connect with their fellow tribesmen while on the go.

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 16.9 billion multinational group based in Mumbai, India, Mahindra provides employment opportunities to over 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#), [financial services](#) and [vacation ownership](#). In addition, Mahindra enjoys a strong presence in the agribusiness, aerospace, components, consulting services, [defence](#), energy, industrial equipment, logistics, [real estate](#), retail, steel, [commercial vehicles](#) and [two wheeler](#) industries.

In 2015, Mahindra & Mahindra was recognized as the Best Company for CSR in India in a study by the Economic Times. In 2014, Mahindra featured on the Forbes Global 2000, a comprehensive listing of the world's largest, most powerful public companies, as measured by revenue, profit, assets and market value. The Mahindra Group also received the Financial Times 'Boldness in Business' Award in the 'Emerging Markets' category in 2013.

Visit us at www.mahindra.com

Our Social Media Channels:

Twitter - <https://twitter.com/MahindraRise>

Facebook - <https://www.facebook.com/MahindraRise>

For enquiries please contact:

Mohan Nair

Senior General Manager (Communications)

Automotive & Farm Equipment Sectors

Office Direct Line – + 91 22 28468510

Office Email Address – nair.mohan@mahindra.com