

Mahindra launches new SsangYong Rexton 'RX6'

Feature Loaded Manual Transmission Model available at Rs 19.96 lac (Ex-showroom Delhi)*

Synopsis:

Ø Key highlights of the 'RX 6' model:

- **Luxury & Comfort:** High end dual tone interiors, premium leather upholstery, 8 way electrically adjustable driver's seat
- **Performance:** RX270 XDi engine delivers Power of 162 bhp and Torque of 340, 5 speed manual transmission, Intelligent 4 x 4 Torque On Demand (TOD) system with low ratio switch.
- **Technology:** Electric sunroof with tilt/open function, Speed Sensitive Power Steering, Memory functions with 3 presets for driver seat and ORVMs, Infotainment system with Navigation, Automatic headlamps, and Rain sensing wipers.
- **Safety:** Electronic Stability Programme, Front and Side Airbags, Anti-Slip Regulation and Active Rollover Protection, Hill Descent Control.

Ø The 'RX6' model comes in 4 attractive colours – **Satin White, Volcano Black, Moondust Silver and Opulent Purple.**

May 6, 2014, New Delhi: Mahindra & Mahindra Ltd. (M&M), a part of the US \$ 16.7 billion Mahindra Group, today announced the launch of a new model of the SsangYong Rexton, the 'RX6' with manual transmission and a host of features at a price of Rs 19.96 lacs (ex-showroom, Delhi)*. The new model RX6 will be an addition to the existing model range of Rexton which has received a very good response in India. The Rexton is the No. 2 selling brand in the High-end SUV segment in FY 2013-14.

The 'New Rexton RX6' comes with 5-speed manual transmission on the 2.7 L RX270 XDi engine and a range of luxurious & high tech features. The high end features include premium leather upholstery, electrical sunroof, 8-way electrically adjustable driver's seat with memory function, automatic headlights, rain sensing wipers and intelligent 4x4 Torque on Demand

(TOD) system. The RX6 is targeted at customers who desire high end luxurious features and at the same time want to enjoy authentic SUV performance with a manual transmission.

Speaking on the launch of the 'RX6' model of the SsangYong Rexton in Kolkata, **Vivek Nayer, Chief Marketing Officer, Automotive Division, Mahindra & Mahindra Ltd.** said, "As a customer-centric organization, we continuously take feedback from consumers and update our products to cater to their evolving needs. One such feedback from customers was the need for high end and luxurious features in a manual transmission model. The launch of the Rexton RX6 is a step in this direction and will give driving enthusiasts a manual transmission with 4x4 capabilities, along with high end features."

The new Rexton RX6 uses a 2.7 litre RX270 XDi engine (5 cylinder common rail, turbo diesel engine) which produces 162 Bhp power and 340 Nm torque. The 5-speed manual gearbox also offers an intelligent and efficient 4X4 system – Torque on Demand (TOD) with a low ratio for serious off-roading.

The SsangYong Rexton by Mahindra is currently available in two models - RX5 and RX7. The RX5 is an entry level manual transmission model and the RX7 is the top end model with E-tronic automatic transmission with Mercedes Benz™ technology.

The Rexton is a high end SUV from SsangYong, South Korea's premium SUV manufacturer which has been a part of the Mahindra Group since 2010. The Rexton has been sold in over 120 countries since 2001. The 3rd generation Rexton, which was launched in October 2012 in India, is available in over 206 dealer outlets across 150 cities. The Rexton has received a good response in India and has won several prestigious awards including the Premium SUV of the Year at the Bloomberg TV Autocar India Awards and Economic Times ZigWheels Awards.

The Rexton in India is manufactured and assembled at Mahindra's Chakan Plant near Pune by sourcing components from SsangYong Korea and from India.

Some of the key features of the 'RX6' model are:

Luxury and Comfort

- Premium leather upholstery.
- Dual tone Black & Beige interiors
- 8-way electrically adjustable driver seat.
- Automatic easy access function for driver seat.

Performance

- 2.7 L RX270 XDi engine with 162 BHP Power & 340 Nm Torque
- Intelligent 4x4 Torque-on-Demand system (TOD) with a low ratio switch.

Technology

- Electric sunroof with tilt-open function and sun blind.
- Infotainment system with Navigation
- Speed sensitive power steering.
- Memory function with 3 presets for driver seat and ORVMs.
- Automatic headlamps.
- Rain sensing wipers.

Safety

- ABS & Electronic Stability Programme with off switch.
- Anti – Slip Regulation.
- Active Rollover Protection.
- Hill Descent Control with on/off switch.
- Front & side airbags.

**Local levies, Octroi, Entry Tax etc will be extra as applicable*

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 16.7 billion multinational group based in Mumbai, India, Mahindra employs more than 180,000 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](#) 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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