

Media Release

Mahindra unleashes the premium, stylish and powerful SsangYong REXTON in 7 new cities

SYNOPSIS:

- ❖ The **Ssangyong Rexton** by **Mahindra**, which was launched last month in Mumbai and Delhi, will now be open for bookings at Mahindra dealerships in Bengaluru, Hyderabad, Chennai, Pune, Chandigarh, Ludhiana and Patiala.
- ❖ This global SUV is a perfect combination of indulgence, refinement, style and performance
- ❖ **Prices**

Bengaluru – Rs. 18.06 lac (RX5 version) & Rs 20.10 lac (RX7 version), ex showroom Bengaluru

Hyderabad - Rs. 18.00 lac (RX5 version) & Rs 20.04 lac (RX7 version), ex showroom Hyderabad

Chennai - Rs. 18.08 lac (RX5 version) & Rs 20.12 lac (RX7 version), ex showroom Chennai

Pune - Rs. 17.67 lac (RX5 version) & Rs 19.67 lac (RX7 version), ex showroom Pune

Chandigarh - Rs. 18.01 lac (RX5 version) & Rs 20.01 lac (RX7 version), ex showroom Chandigarh

Ludhiana - Rs. 18.11 lac (RX5 version) & Rs 20.14 lac (RX7 version), ex showroom Ludhiana

Patiala - Rs. 18.11 lac (RX5 version) & Rs 20.14 lac (RX7 version), ex showroom Patiala

November 21, 2012, Mumbai: Mahindra & Mahindra Ltd. (M&M), a part of the US \$ 15.9 billion Mahindra Group, unveiled the much anticipated SsangYong Rexton, a luxurious, powerful and premium global SUV by Mahindra in 7 new cities. The **Ssangyong Rexton** by **Mahindra**, which was launched last month in Mumbai and Delhi, will now be available at Mahindra dealerships in Bengaluru, Hyderabad, Chennai, Pune, Chandigarh, Ludhiana and Patiala.

Designed and developed by SsangYong in Korea, this is the third generation Rexton, most suitable for the discerning Indian customer. **The SsangYong Rexton is manufactured and assembled at Mahindra's Chakan Plant near Pune by sourcing components from SsangYong Korea and from India.**

Speaking at the launch, Pravin Shah, Chief Executive - Automotive Division, Mahindra & Mahindra Ltd. said, "Post the launch of our first global SUV, the XUV500, SsangYong Rexton now comes in with best in class technology and features. With benefits such as aspirational styling, a product packed with technological advances, advanced safety features, comfort and conveniences, the Rexton is ideally suited for the discerning Indian consumer. I am sure that

going ahead, the Rexton will enhance our SUV product portfolio and give us a rightful place in the hi-end SUV space as we go up the price value ladder”.

The SsangYong Rexton by Mahindra boasts of superior on and off-road driving performance, modern technologies and contemporary styling, and indulgent conveniences and comfort.

The face of modern refinement and sophistication...classy exteriors

It's a powerful statement that you make when you step out of the Rexton. Right from the classy chrome grille to the projection headlamps configured to resemble the eyes of an eagle, the SsangYong Rexton is unmatched. Coupled with this, is its stainless steel beltline and chrome moulding which creates a well-balanced flow overall. The classy exteriors are showcased in the following elements:

- **Projector headlamps with L-shaped parking lights**
- **Chrome radiator grills**
- **LED tail lamps**
- **Stylish ORVMs with LED turn indicators**
- **10-spoke alloy wheels**

World Class Interiors...A Plush Cabin

Sit inside the SsangYong Rexton and you are transported into a different world altogether. Starting with the **premium, dual tone, beige and black interiors** complemented by metal grain accents and **plush leather seats**. This is coupled with **Automatic Climate Control** ensuring your drive is a breeze. In addition the elegant centre console, convenient center armrest and the AC vents and rear cup holders give the SsangYong Rexton's interiors a world-class feel.

Technology that works like a charm

When you ride in the Rexton you have technology at your service all along the way. The driver's seat not only adjusts itself electrically but also stores your preference in the memory. Just as it retains your setting of the outside rear view mirror. The navigation system comes preloaded with maps and the auto headlamps and rain sensing wipers function without having to be told. But what immediately catches your eye is the infotainment touch screen that supports all widely

used audio and video formats. So sit back and enjoy the show. To summarize, the best of technology in the SsangYong Rexton includes:

- **Electrically adjustable driver's seat**
- **3 memory presets for driver's seat and ORVM**
- **Class-leading Infotainment System**
- **Rain sensing wipers**
- **Auto headlamps**

Unmatched Class leading performance

The Rexton gets its spirited personality from its refined engines. The model you choose will decide what sits under your Rexton's hood. The RX5 Manual Transmission comes with a Torque on Demand system while the RX7 Automatic Transmission comes with an All Wheel Drive system. Needless to say, both models are internationally proven and boast of remarkable 4x4 capabilities.

RX5

The Ssangyong Rexton by Mahindra RX5 variant is powered by a state-of-the-art **2.7 litre RX270 XDi**, diesel engine which delivers a power-packed **162 bhp with 340Nm torque**. It boasts of a **12.4 kms per litre mileage (ARAI certified)** together with a 5-speed manual transmission as well as a Torque on Demand, an efficient and intelligent 4X4 system.

RX7

This variant is powered by the **2.7 litre RX270 XVT** engine which delivers **184 bhp with 402 NM torque**. The engine is meshed with 5 speed E-tronic automatic transmission, built with Mercedes Benz Technology™. The RX7 delivers a top speed of **194 KMPH**. Despite all this unadulterated power, the Rexton gives you mileage of **11.18 kms per litre (ARAI-certified)**.

All Wheel Drive (AWD) – The AWD in the RX7 model distributes 60% of torque to the rear wheels and 40% to the front wheels at all times which provides quick starts and great overall responsiveness for improved driving safety under all road and weather conditions.

Suspension

The SsangYong Rexton by Mahindra boasts a double wishbone front suspension with anti-roll bar up front and a five-link coil spring suspension in the rear with anti-roll bars for precise handling and the smoothest of rides.

Little features....make a big difference

The SsangYong Rexton treats you to a sumptuous spread of comforts that would make any hi-end saloon envious. It offers, amongst others, **Cruise Control** at the press of a lever located conveniently on the steering wheel. An **Electric Sunroof** to bask in the glory of the sun. The not-so-little things that tell you a lot about the Rexton. It's crafted with the greatest care for people who truly appreciate excellence and simply love an indulgent drive!

Stay in control in all circumstances...Safety.

The Ssangyong Rexton by Mahindra comes equipped with multiple advanced active and passive safety systems. At the heart of the SsangYong Rexton is the **Electronic Stability Program (ESP)**, which constantly monitors the movement and direction of the car and initiates remedial action as soon as it detects loss of control.

Hill Descent Control identifies steep inclines and engages itself to assist the vehicle down a steep slope with caution. That aside the SUV also has **Anti Rollover Protection**, which closely monitors a range of parameters and identifies potentially dangerous driving conditions that could lead to the vehicle rolling over. Well before the situation becomes threatening, it causes the ESP system to intervene and control the vehicle speed, thereby restoring stability.

Passengers will feel safe ensconced in the cocoon that is the cabin of the Ssangyong Rexton with multiple airbags (dual front and side airbags). As if that wasn't enough, it also comes with side impact beams and thoughtfully located front and rear crumple zones. Additionally, the Rexton has an engine immobiliser and door ajar warning system as well.

Last but not least, the Ssangyong Rexton by Mahindra offers reassuring service support backed by Mahindra's extensive service network, with a warranty of 2 years/100,000km and 24x7 road side assistance for one year. This ensures a hassle free ownership experience.

About The Mahindra Group

The Mahindra Group focuses on enabling people to rise. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in [tractors](#), [utility vehicles](#), [information technology](#) and vacation ownership. Mahindra has a presence in the [automotive industry](#), agribusiness, aerospace, components, consulting services, defence, energy, [financial services](#), industrial equipment, logistics, [real estate](#), retail, steel and [two wheelers](#).

A USD 15.9 billion multinational group based in Mumbai, India, Mahindra employs more than 144,000 people in over 100 countries. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

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