

Mahindra XYLO Mileage Marathon takes Delhi by storm

Unique customer-centric initiative focused on the XYLO's fuel efficiency; 60 XYLO families participated in the marathon; 97% of the participants achieved fuel efficiency figures over 15 kmpl; 70% of the vehicles returned fuel efficiency figures over 20 kmpl; Overall fuel average achieved was 21.43 kmpl; The highest mileage registered was 27.7 km/litre of diesel; Winners received exciting prizes including 4 nights 5 days trip to Bangkok

Mumbai, Maharashtra, February 22, 2010 /[India PRwire](#)/ -- Mahindra & Mahindra Ltd. (M&M), the market leader in the utility vehicles segment in India, recently organised a unique XYLO Mileage Marathon, a special Mahindra Top Gear club initiative, for its customers in Delhi. Intended to highlight the vehicle's superior mileage feature, the drivathon saw participation from 60 XYLO families and engaged them in an effort to generate enhanced customer acceptability and endorsement.

"We are absolutely delighted to see the enthusiasm of our proud XYLO owners and my congratulations to all the winners. The XYLO has been a runaway success since its launch over a year ago, reflecting high customer satisfaction levels. This Mileage Marathon is a unique customer-centric effort which will not only give the owners an idea of the vehicle's fuel efficient nature but will also help them understand their XYLO experience better," said **Mr. Vivek Nayer, Senior Vice President, Marketing, Automotive Sector, Mahindra & Mahindra Ltd.**

The event format saw XYLO customers top up their fuel tanks before driving their cars on a pre-determined 108 km route. The aim of this exercise was to ascertain the best fuel consumption figures in both city and highway operating conditions. Winners were adjudged on the basis of the best mileage figures attained during the drive.

Mr. Kundan Lal Khattar registered the highest mileage figure of 27.7 km/litre of diesel. He received a 4 nights 5 days trip to Bangkok. Mr. Gaurav Puri and Mr. Anil Kumar came tied for second place with a mileage figure of 27.6 km/litre. In addition to this, 97% of the participants achieved fuel efficiency figures of over 15 kmpl, 70% of the vehicles returned fuel efficiency figures greater than 20 kmpl and the overall fuel average of the entire group was 21.43 kmpl.

It was also an occasion for the families to enjoy a special entertainment programme which included karaoke, dance performances and games for the children present at the event.

Perhaps the most complete car with luxury comforts to enter the Indian market, the XYLO has achieved great success since its launch in January 2009, with sales in the first year alone crossing 30,000 units. The XYLO boasts a wide array of unique features including Flat Bed front seats, Digital Drive Assist System (DDAS), foldable flight trays, Reverse Park Assist and surround cool dual ACs. This has led customers to perceive it as an ideal alternative to premium sedans.

The XYLO recently also received several prestigious awards from the automotive media, including MUV of the Year from the NDTV Profit Car and Bike Awards, UV of the Year from the CNBC TV 18 Overdrive Awards and MPV of the Year from the Zigwheels Car and Bike Awards.

Notes to Editor

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.

For more information, please contact:

Ms. Roma Balwani

Sr. VP & Head - Corporate Communication

(L) (+91-22) 2490 1441, (F) (+91-22) 2490 0830

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.