



PRESS NOTE

Mahindra Launches XUV700 AX5 Select, starting at ₹16.89 Lakh – Redefining Accessible Luxury

- Introducing the AX5 Select (AX5 S) variant, which brings accessible luxury with features such as Skyroof, Dual 26.03cm HD Superscreen, Push-Button Start/Stop, and a 7-seater layout, offering exceptional value in this price segment.
- Driven by innovation, Mahindra has introduced exciting new product updates in the XUV700, such as the recently launched 7-seater MX variant for the entry-level segment and the Blaze limited edition on the AX7L trim.

Mumbai, May 22, 2024: Mahindra & Mahindra Ltd., India’s leading SUV manufacturer, today announced the launch of the new AX5 Select (AX5 S) variant for the XUV700, starting at ₹16.89 Lakh (ex-showroom). This new variant aims to make luxury accessible to a wider audience by offering premium features at an attractive price point.

The AX5 Select variant offers an impressive lineup of features, including a Skyroof, Dual 26.03cm HD Superscreen, Push-Button Start/Stop, and a roomy 7-seater configuration. These features, typically associated with higher-end models, make the AX5 Select an excellent choice for customers looking for luxury at a more affordable price point.

To further enhance engagement, a new campaign is being launched to highlight the AX5 Select variant. With the tagline “Fast forward to the big league,” this campaign emphasizes the significant leap in value and features that the AX5 Select offers. It’s designed for those who aspire to own a luxury vehicle without stretching their budget. The AX5 Select variant represents an unparalleled blend of luxury, performance, and affordability, making it the perfect choice for the next generation of achievers.

Mahindra continues to innovate with fresh offerings, consistently introducing multiple variants to meet the evolving needs of customers. Recent launches include the 7-seater in the MX variant and the limited Blaze edition on the AX7L trim featuring a Blaze Red color, dual-tone black exterior elements, and an all-black interior with red accents, delivering a bold and unique look.

To ensure an enhanced customer experience, Mahindra has significantly increased its production capacity to reduce waiting periods, typically within four to eight weeks depending on the variant.

The XUV700 has been very well received in Mahindra’s international markets such as South Africa, Australia, Nepal, and New Zealand since its launch in 2022, making it a truly global SUV.

The updated ex-showroom prices for the XUV700 are:

Variant	Seating	Starting Ex-showroom Price (All-India)	
		Petrol (MT)	Diesel (MT)
MX	5-str	₹ 13.99 Lakh	₹ 14.59 Lakh
	7-str	₹ 14.49 Lakh	₹ 14.99 Lakh
AX3*	5-str	₹ 16.39 Lakh	₹ 16.99 Lakh
AX5 Select (AX5 S)*	7-str	₹ 16.89 Lakh	₹ 17.49 Lakh
AX5*	5-str	₹ 17.69 Lakh	₹ 18.29 Lakh
	7-str	₹ 18.19 Lakh	₹ 18.79 Lakh

New launches marked in italics and bold

* Variants also available in AT at an additional cost of ₹ 1.6 Lakh



Key features of AX5 Select (AX5 S):

- Skyroof™
- Dual HD 26.03 cm Infotainment and 26.03 cm Digital Cluster Screens
- In-built Navigation with Native Maps
- Adrenox with 75+ Connected Features
- Personalized Greeting and Safety Alerts
- Amazon Alexa Built-in
- Push Button Start
- Wireless Android Auto™
- Wireless Apple CarPlay Compatibility
- AdrenoX Connect with 1-year free subscription
- 6 Speakers with Sound Staging
- 3rd row AC
- 2nd row seat with armrest and cup holder
- 2nd row 60:40 One-Touch Tumble
- Flexible Boot Space (3rd row 50:50 split with recline)
- LED DRL
- 2nd row Map lamps
- Tilt Adjustable Steering
- Speed Sensitive door locks
- Centre arm rest with storage
- Bottle holder in all doors
- Adjustable headrest for all 4 window seats
- Follow me Home Headlamps
- Roof lamp for 1st and 2nd row
- MicroHybrid Technology
- ISOFIX
- Electrically Adjustable ORVMs
- Arrow-Head LED Tail lamps
- Full-sized Wheel Covers

The link to the new AX5 Select Campaign:

<https://youtu.be/va6hEHBjdnQ?si=WSs1oCpGTM7Izrnj>

For more details on the booking process, please visit the Mahindra XUV700 Website.

Social Media Addresses for Mahindra XUV700:

- Brand website: <https://auto.mahindra.com/suv/xuv700>
- Instagram: @mahindraxuv700
- Facebook: @mahindraxuv700
- Twitter: @MahindraXUV700
- YouTube: Mahindra XUV700
- Hashtags: #XUV700 #MahindraXUV700

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility SUVs, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality, and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/
For updates subscribe to <https://www.mahindra.com/news-room>.

Media contact information

Neha Anand

Head, Global Brand and Marketing Communication, Automotive Division

Email – anand.neha@mahindra.com

You can also write to us on: automediaenquiries@mahindra.com