



Mahindra embarks on a fresh and exciting brand journey with its flagship SUV – XUV700

- **Game changer:** Built ground up on an all-new platform, the XUV700 is set to excite SUV customers in New Zealand with its Unmissable presence, Spirited performance, Sophisticated dynamics, Advanced technology, and World class safety
- **Tech forward:** The XUV700, the flagship Mahindra SUV packs a gamut of tech features including Dual HD 10.25" (26 cm) Infotainment screen, 10.25" (26 cm) Digital Cluster, and connectivity through Apple CarPlay / Android Auto
- Available in three variants and in five exciting colours, the RRP price of the XUV700 **starts from NZD 36,990 + ORC + CCF**

Auckland, March 31, 2023: Mahindra & Mahindra Ltd. took the wraps off the all-new XUV700 (pronounced as XUV, 7 double 'Oh') in New Zealand embossed with the new 'Twin Peaks' logo, marking the next growth phase for Mahindra in the market. Mahindra, a well-established automotive brand, has been retailing pickups and the XUV500 SUV in New Zealand for the past five years. The company's commitment to providing reliable and high-quality vehicles has earned a loyal customer base in the country.

With the launch of the XUV700, Mahindra seeks to further solidify its position in the market. The XUV700 offers a range of advanced features and cutting-edge technology, which is sure to appeal to customers who are seeking the latest automotive innovation and a premium driving experience.

The XUV700 is built from the ground-up on an all-new platform and is set to stir the New Zealand market with its unmissable presence, spirited performance, sophisticated dynamics, new age technology, and world class safety.

Equipped with Skyroof™, one of the largest in its segment, and a host of advanced tech and safety features, the XUV700 line-up is available in three variants and five colors, with RRP prices starting from NZD 36,990+ORC+CCF. Customers will enjoy a warranty of 5 years or 150,000 kms, whichever is earlier.

The XUV700 has won the coveted Indian Car of the Year (ICOTY) award and the 'Safer Choice' award from Global NCAP in 2021. It was crash-tested in November 2021 and secured a full 5-star rating for overall safety.

Speaking on the launch, **Joydeep Moitra, Head APAC International Operations, Mahindra & Mahindra** said, "*The launch of the XUV700 in New Zealand is a significant step in the scale up strategy for Mahindra in this market. We are excited to launch the XUV700 in a market that has shown great potential for our brand. The XUV700 is a world-class SUV that offers unmatched style, comfort, and performance. With its advanced features and cutting-edge technology, the XUV700 is the ultimate urban SUV that is designed to meet the evolving needs of today's families in New Zealand.*"

Premium Distributors Ltd (PDL), is an Auckland-based company handling Mahindra's distribution in New Zealand. It has invested significantly in establishing state-of-the-art infrastructure and



providing a nationwide dealer network and a steady supply of spare parts and accessories to ensure high-quality and quick customer service.

Mahindra's XUV700 launch is a testament to its commitment of expanding its innovative and reliable mobility solutions from India, for the world.

About Mahindra XUV700

Packing an unmissable presence, tough yet sophisticated experience, spirited performance, world-class safety and Advanced technology, the disruptive XUV700 is set to redefine the benchmarks.

Unmissable presence

- The striking front grille with new Twin Peaks logo takes pride of place.
- The authentic SUV stance and the wide track hints at performance ably supported by the overall vehicle dynamics.
- XUV700 has LED Clear-view Headlamps with Automatic Boosting and LED daytime running lights. At the rear, the arrow-tip taillights utilise LED technology, with an additional high-mount LED brake lamp.
- Conventional door handles giving way to invisible 'Smart door handles', a first-in-segment by XUV700.
- Prominent wheel haunches above the arches, especially at the rear help achieve a sporty stance, making the XUV700 look fast even while standing still.

Tough yet Sophisticated

New from the ground up, the XUV700 underpins a completely new platform for the Brand that has set the direction for the SUVs of tomorrow, with advanced engineering, latest technology and impeccable craftsmanship. The body makes use of enhanced high tensile and ultra-high tensile steels that increase the toughness and torsional rigidity while reducing the overall weight of the vehicle, contributing to reduced fuel consumption.

The all-independent suspension set up of the XUV700 was developed with varied road surfaces in mind.

- XUV700 offers class leading performance through multi-link suspension with stabiliser bar & FSD (Frequency Selective Damping) technology.
- While superior ride comfort is guaranteed, it also provides unparalleled dynamic capabilities in tune with the performance on offer.

Spirited Performance

At the heart of the XUV700, we have the 2.0 l mStallion turbo-petrol engine, delivering exhilarating performance, 149.2 kW at 5000 rpm and class leading torque of 380 Nm available in full from 1750 rpm that brings a rush like never before. This engine provides refined motoring and linear power delivery.



All versions of XUV700 are fitted with Mahindra's smooth-shifting 6-speed automatic transmission. This transmission was remapped to perfectly match the power profile of the petrol engine at exhilarating cruising speeds.

Advanced technology

The XUV700, the first of a new generation of SUVs from Mahindra comes packed with a whole lot of features.

The new Mahindra Super screen – a combination of two high-definition 10.25" (26 cm) digital screens for the digital cluster and infotainment systems – takes pride of place in the Mahindra XUV700 cabin. The UI on these screens is highly customisable and allow for a detailed view of vehicle information.

All three variants of the XUV700 in New Zealand are fitted with Apple CarPlay and Android Auto, which allows for a seamless connection with any smartphone. This also allows the driver to interact with their smart phone via the large infotainment screen and use voice commands through Android auto and Apple car play.

Another treat across the entire XUV700 range is Mahindra's Skyroof™. This panoramic sunroof covers most of the passenger compartment and creates an airy and light ambience in the cabin.

Mahindra has partnered with SONY to customise the sound experience inside the XUV700. In the flagship AX7 L variant, the sound system is upgraded to a 12-speaker SONY system with full immersive 3D sound. The AX7 L also treats its owner with wireless charging and fully automatic electronic door handles.

On the AX7 L, Mahindra has added a Blind View Monitor system as standard. It has also included four digital cameras, mounted in the nose, tailgate and side mirrors, for a 360-degree bird's eye view of the vehicle when manoeuvring or parking. This system can be set to continuously record while driving, negating the need for a traditional dashcam through memory card installation.

World Class Safety

Safety is one of the core pillars of the XUV700 experience, it incorporates many pathbreaking safety features.

- The XUV700, with 7 airbags on the top variant; comprising of driver and passenger front airbags, curtain across all three rows, side airbags and a driver knee airbag.
- The AX7 versions of the XUV700 offers comprehensive Advanced Driving Assistance Systems (ADAS) as standard. This includes Smart Pilot Assist, Adaptive Cruise Control, Automatic Emergency Braking, Lane Departure Warning, Lane Keep Assist and even Traffic Sign Recognition as standard.
- The XUV700 AX7 range also has automatic headlamps with High Beam Assist, which switches automatically between low and high beam.
- Safety on the AX7 range is further taken care of by the tyre pressure monitoring system and additional reverse camera.
- The AX7 L also has a Stop and Go driving function as part of its adaptive cruise control, allowing for stress free driving in city traffic.



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Range, colour and pricing

Three models are available at launch, all fitted with the new 2.0 litre Turbo-Gasoline engine and smooth six-speed automatic transmission.

Buyers can choose between Everest White, Midnight Black, Dazzling Silver, Red Rage and the global launch colour – Electric Blue.

The prices* of the three models are:

Mahindra XUV700 AX5 – NZD 36,990
Mahindra XUV700 AX7 – NZD 40,990
Mahindra XUV700 AX7 L – NZD 43,990

*Prices + ORC + CCF

The XUV700 is sold with 5 years/ 150,000 kms warranty, whichever is earlier. A 24/7/365 Roadside Assistance Plan is included for the same period.



Variant walk-through

There is an XUV700 for everyone who seeks a sophisticated and tough SUV. The XUV700 comes with multiple variants packed with an exhaustive list of features as below:

AX5	AX7	AX7 L
<ul style="list-style-type: none"> • Dual HD 26 cm Infotainment and 26 cm Digital Cluster screens • Android Auto/ Apple CarPlay Compatibility • 6 Speakers with Sound Staging • 2nd row seat with armrest and cup holder • Reverse Camera • LED DRL • Fog Lamps • Rear Wiper & defogger • Selective Unlock • R17 Diamond Cut Alloy • Skyroof (Panoramic sunroof) • LED Clear-view Headlamps with Auto Booster • Latest Gen Electronic Stability Program • 6 airbags • Cornering Lamp • 2nd row Map lamps 	<p>In addition to features of AX5, the AX7 has:</p> <ul style="list-style-type: none"> • Advanced Driver Assistance Systems (ADAS) <ul style="list-style-type: none"> ○ Adaptive Cruise Control ○ Smart Pilot Assist ○ Forward Collision Warning ○ Automatic Emergency Braking ○ Lane Departure Warning ○ Lane Keep Assist ○ Traffic Sign Recognition ○ High Beam Assist • 6 airbags • Tyre Pressure Monitoring System • Push Button Start • R18 Diamond Cut Alloy • Leatherette Seat & IP • Leather Steering & Gear lever • 6-Way Power seat with Memory and Welcome retract • Intelli Control • Auto Headlamps • Rain Sensing Wiper • Power fold ORVM • One Touch Driver Power Window with Smart Close • Dual Zone Climate Control • Co-driver Ergo lever 	<p>In addition to features of AX7, the AX7L has:</p> <ul style="list-style-type: none"> • Blind View Monitor • Continuous Digital Video Recording • 3D Audio with 12 Speaker • 360° Surround View • Knee Airbag • Passive Keyless Entry • Electronic Park Brake • Stop and Go function in Adaptive Cruise Control • Telescopic steering • Vanity Mirror illumination • Electric Smart Door Handles • Wireless Charging

Ends



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ABOUT MAHINDRA

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, 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.

To know more about Mahindra New Zealand:

- Brand website: www.mahindra.co.nz, <https://auto.mahindra.com/pages/global>
- Facebook: @MahindraNewZealand, @MahindraAutoGlobal
- Instagram: @MahindraNewZealand, @MahindraAutoGlobal
- YouTube: Mahindra New Zealand, Mahindra Auto Global

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