

Mahindra 2 Wheelers zooms into Motorcycles

Aamir Khan unveils the Stallio

Mojo - the ultimate performance bike

Synopsis:



- Available in two variants - priced at Rs 44,699/- for cast alloy wheels with self start, fully digital console & Rs 41,199/- for spoke wheels with kick start (ex showroom Pune)
- 4 years manufacturer's warranty
- Biking can now be fun-filled and stylish - offers features that add to style thereby creating a new niche
- Multimedia marketing campaign featuring Aamir Khan



- Available in **Derby Red**, **Colt Black**, **Equus Blue**, **Buckskin Yellow** & **Ranch Green**
- Handcrafted, one of its kind
- Priced at Rs 1.75 lakh (ex showroom Pune)
- Blends cool retro styling with best of global technology & design - 4 Valve DOHC 300 cc power plant
- Sports aerodynamic 'tear drop' shape and a classic gold frame assembly with twin headlamps
- Leading European vendors – Ducati Energia, Paioli & Pirelli (Italy), J Juan (Spain) – contribute to the making of the Mojo
- Available in **red** and **black** with decal customisation options

September 30, 2010, Mumbai: World class Italian design, raw power, adrenaline and speed. India's bikers can look forward to all this and much more as Mahindra 2 Wheelers' *Stallio* and *Mojo* motorcycles made their debut at a high voltage launch in Mumbai today.

"In the last twelve months Mahindra 2 Wheelers has achieved a milestone by registering a sale of 1.5 lac units – a clear validation of the success of our niche PowerScooters strategy. We are now all geared up to redefine the biking experience in India with the *Stallio* and the *Mojo* which are a potent blend of global technology and innovation and will take the category to the next level," said **Mr. Anand Mahindra, Vice Chairman and Managing Director, Mahindra Group.**

"These world class bikes are worthy additions to the Mahindra 2 Wheelers product portfolio and are part of our commitment to establish a robust, end-to-end two wheeler business in every segment of the industry," said **Mr. Anoop Mathur, President Two Wheeler Sector and Member of the Group Executive Board, Mahindra & Mahindra Ltd.**

"Both bikes incorporate world class R&D and design elements from our Bologna, Italy based design house, Engines Engineering and are best suited for Indian biking conditions.

The *Stallio* offers a host of features unheard of in its segment and is ideal for the avant-garde young executive or businessman who desires a rugged and reliable yet stylish bike. We are delighted to have Aamir Khan, the brand ambassador for the *Stallio*, present at the launch today, as he personifies Mahindra's can do spirit, capturing the imagination of the masses. The *Mojo* is a performance oriented, power packed bike and is the ultimate machine for motorcycle enthusiasts who are passionate about biking," **he added.**

The *Stallio* was unveiled by actor, producer and director, Aamir Khan, whose thought provoking movies have served to both entertain and inspire an entire generation of young Indians.

“Mahindra is a solid company with very strong and long standing goodwill. The bike that the Mahindra Group is launching, the *Stallio*, is a stylish bike offering consumers a great sense of comfort. It’s a complete bike that offers safety, style and peace of mind. I am sure it will soon be one of India’s iconic brands. I am very pleased to be associated with the Mahindras and the *Stallio*,” said **Aamir**.

The *Mahindra Stallio* is available in two variants – Self Start / Cast Alloy wheels / Digital Console and Kick Start / spoke wheels which are available at Rs.44,699/- and 41,199/- (ex showroom Pune), respectively, while the Mahindra Mojo is priced at Rs. 1.75 lac/- (ex showroom Pune). The *Stallio* will be available at 370 Mahindra 2 Wheelers dealerships across the country. The *Stallio* comes with a four year manufacturer’s warranty. The distribution model for *Mojo* will be different and therefore, would be available only in select outlets.

The *Mahindra Stallio* and *Mojo* are all set to storm the motorcycle segment with their sleek, sporty contours, Italian styling and comfort. The bikes incorporate design elements from the Italian boutique design house, Engines Engineering which has worked for marques such as Ducati, MV Augusta and Benelli.

Conquer your roads with the Mahindra Stallio



Biking will soon take on a whole new dimension with this powerful steed. The *Mahindra Stallio* is a tough and durable bike with several stylish features which puts it in a distinct motorcycling segment. These include digital speedometer, powerful LED tail lamps, pilot LED lamps and a fully flush fuel tank cap.

The *Stallio* incorporates a convenient, pro touch electric start which allows you to take off at the touch of a button, even in heavy traffic conditions. The multi reflector headlamp coupled with LED lighting with clear lens indicators in the headlamp, tail lamps and pilot lamps enhance front



and rear visibility, making night riding a safe experience. These LED lights are more resistant to failures from vibration, generate almost no heat and consume very little power.

The bike’s chassis features a rugged, double cradle frame, ensuring greater stability and less possibility of deformation in future. The superior braking system, more responsive controls that perform well in a variety of conditions, including water and mud, makes the *Stallio* a very safe bike. The sturdy rear grab rail offers the pillion rider a firm grip, ensuring safety.



The large, fully digital display – the first in this segment - comes equipped with a speedometer, fuel gauge, tachometer and clock. It also gives you an idea of the distance travelled in one trip. The *Stallio*’s visor features a sharp, inverted arrow design which is sure to stop traffic when you zoom past. This nifty bike sports cool racing style alloy wheels which are strong and lightweight. They not only provide more stability at corners but also have better tolerance to shocks and ensure good heat dissipation. These trendy alloys are complemented by class leading wheel base of 1265 mm which provide a stable ride and good ground clearance. The fuel tank cap blends seamlessly with the body of the bike,

further adding to its style quotient.

The *Stallio* is available in a choice of five shades – **Derby Red**, **Colt Black**, **Equus Blue**, **Buckskin Yellow** and **Ranch Green**.

Mojo Magic



26 BHP @ 8500 rpm and maximum torque of 24 Nm @ 7000 rpm, making it a performance biker's dream come true. It also features a 6 speed gearbox, as opposed to the regular 5 speed gearbox found amongst its peers, along with a sporty dual exhaust for the right propulsion.

The Electronic Fuel Injection (EFI) system has been developed by Ducati Energia of Italy. In an industry first, the *Mojo* sports inverted front shock absorbers developed by Paioli of Italy, which ensures superior shock absorbing ability at high speeds. This is complemented by a horizontally mounted mono shox at the rear, allowing for much more comfortable ride. Radially mounted assembly also helps in accurate braking.

The *Mojo* is the first ever motorcycle in India to sport Pirelli tubeless radials. They are also the widest tyres in their class (4" x 17" at the rear), ensuring greater stability. These are complemented by edgy front petal disc brakes which are the largest in the segment at 320 mm to ensure safe braking. There's a disc brake at the rear as well.

The bike also features LED pilot lamps and tail lamps with clear lens indicators in the headlamp, ensuring greater visibility for the rider. The display includes a digital speedometer with fuel gauge, tripmeter, gear shift indicator, and analogue tachometer. The bike also sports indicators on the rear view mirrors, which are not seen on Indian bikes.



This showstopper sports an aerodynamic 'tear drop' shape and a classic gold frame assembly with twin headlamps adding to the bike's distinctly retro look. The dual pipe frame adds strength to the overall structure of the bike, while the under cowl enhances the *Mojo*'s macho appeal. This 'exoskeleton' look is usually only found in top notch brands.

The *Mojo* is available in a choice of two colours – **red** and **black**. Customers also have the option of customising their bikes with a range of decals.

The Two Wheeler Sector of Mahindra aims to design and market a full range of scooters and motorcycles for the Indian and global markets, thus establishing a robust and end-to-end two-wheeler business in every segment of the industry.

The company's Power Scooters portfolio caters to a range of consumer segments. The Mahindra Rodeo with its very innovative, contemporary features is popular amongst the Indian youth, while the Mahindra Duro is positioned as a family scooter. The Flyte is the Indian woman's two-wheeler of choice.

Think Flower Power. Think groovy classic style but with a contemporary twist. Think *Mahindra Mojo*.

A testosterone packed 300 cc bike with cool retro styling, the *Mojo* blends the best of global motorcycle technology and design. It is a handcrafted machine and a one of its kind lifestyle motorcycle which will soon go into production. Mahindra 2 Wheelers has, in fact, devised a unique marketing and promotion strategy for this ultimate performance bike which will be revealed when the bike will be available for sale in the next 3-4 months.

This modern classic is driven by a 4V DOHC engine which offers peak power of





About The Mahindra Group

Mahindra embarked on its journey in 1945 by assembling the Willys Jeep in India and is now a US \$7.1 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. It is today a full-range player with a presence in almost every segment of the automobile industry, from two-wheelers to CVs, UVs, SUVs and sedan. Mahindra recently acquired a majority stake in REVA Electric Car Co Ltd. (now called Mahindra REVA), strengthening its position in the Electric Vehicles domain.

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 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.

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