

## Mahindra together with Ideal Motors rolls out KUV100 NXT in Sri Lanka

*Bets big on Sri Lanka*

*Competitively priced, starting at LKR. 3,050,000/-*

**February \_\_, 2020, Colombo:** Mahindra & Mahindra Ltd. (M&M Ltd.), part of the USD 20.7 billion Mahindra Group, along with Ideal Motors rolled out the KUV100 NXT K6+ in Sri Lanka. Packed with several features and enhancements, the KUV100 NXT boasts of a new and aggressive SUV design, hi tech features, premium interiors, and a refined & pleasurable driving experience. The KUV100 NXT K6+ will now be available at a competitive price starting at LKR.. 3,050,000/, supported by exclusive finance tie-ups.

The KUV100 NXT K6+ will be rolled out from the company's Mahindra Ideal Lanka Pvt Ltd. (MILPL) plant in Welipenna. With this the company further cemented its commitment to strengthen its brand presence in Sri Lanka by expanding its offering in the passenger vehicle segment. Mahindra and Ideal Motors inaugurated their 1st exclusive passenger vehicle showroom in Nunion Place, Colombo recently. With a 3 years/ 100,000 km warranty and an extensive service network of Ideal Motors across the island city, KUV100 NXT is expected to be a preferred choice for the customers.

### **About KUV100 NXT K6+: Synopsis:**

KUV100 NXT has over 1 Lakh happy owners across the globe, since its launch 3 years ago. It is proven & tested in Europe, Africa, Korea, Australia & South-Central America. Today it is the fastest growing brand in Europe.

#### **High Tech Performance –**

- 1.2 Litre/ 1198 cc mFALCON Petrol engine
- Max. power: 82bhp @ 5500 rpm & Max. torque: 115Nm @ 3500-3600 rpm.

#### **Commanding SUV Stance & Drive -**

- Tall & Wide SUV Stance with height of 5'5"
- High Ground Clearance – 170 mm
- Long Travel suspension to tackle potholes
- Muscular and Aggressive Front Bumper
- New Dual Chamber Sun-glass Inspired Headlamps & More

#### **Class Leading Features:**

- 7" capacitive touchscreen infotainment with bluetooth connectivity
- 15" sporty diamond cut, 2 tone alloy wheels
- Console mounted joystick gear lever for stress free gear change with gear shift alerts.
- Intellipark: rear sensors
- Electric power steering with steering mounted controls

#### **Solid Safety:**

- Solid SUV build & stability with ultra-high strength steel
- 9th Generation Bosch Anti Braking System (ABS) with EBD.
- Dual Airbags

- Automatic hazard lights on panic braking
- Speed sensing automatic door locks

**More Space:**

- Expandable spacious boot space 243 Litre / 473 litres with 2nd row folded

**More Options:**

- Colours available – White, Red, Black and Silver
- Options – Dual Tone colors, Front Arm Rest, Fog Lamp, Mud Flaps, and more.

**About Mahindra Ideal Lanka Pvt. Ltd:**

- Mahindra has entered into an equity partnership with Ideal Motors to form MILPL – essentially making this a Mahindra Automobile Plant
- State of the art, “Manufacturer’s” Automobile assembly plant, using internationally acclaimed tools and manufacturing processes. A true CKD plant – Sri Lanka’s first, where an actual, complete vehicle assembly takes place offering great value to Human Capital development for the first time in local auto industry.
- KUV100 NXT is the first “Make in Sri Lanka” product rolled out under the state-of- the-art CKD assembly facility in Welipenna.
- The production capacity of the plant is 5000 units per annum.
- Mahindra Ideal Lanka has localized 4 components, namely battery, tyres, seats and exhaust.
- All components locally produced are done so to international standards – wherein local suppliers have been raised to international standards, with the potential to enter into the global supply chain
- The plant is expected to provide employment to the tune of 200 people directly and indirectly over the next 2 years.
- The assembly plant has rolled out its first product -KUV100 NXT K6+ and will roll out a slew of products over the next 3 years.

**About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world’s largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com](http://www.mahindra.com) / Twitter and Facebook: @MahindraRise

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