

Mahindra launches Sri Lanka's favorite Pickup - the New Stylish Bolero Maxitruck Plus - with ABS Safety Technology

Together with Ideal motors becomes the 1st pickup to introduce the new safety feature in 2020 model.

Colombo, January 31, 2020: Mahindra & Mahindra Ltd, part of the US\$ 20.7 billion Mahindra Group, together with Ideal Motors (Pvt) Ltd. launched the new stylish Bolero Maxitruck Plus with Anti-lock Braking System (ABS), the safety feature as per the latest norms of the Sri Lankan Government.

Mahindra together with Ideal motors was the first automotive player to introduce the BSIV vehicles in April'2019 and today with the introduction of the new stylish Bolero Maxitruck Plus with ABS Safety Tech, it further leads the way in offering the products as per latest country norms. The Anti-lock braking system (ABS) avoids locking up of wheels during braking. This helps to maintain directional control and enables steerability of the vehicle during emergency.

Celebrating its 10th year in Sri Lanka, Mahindra BMT Plus has been the customer's most preferred choice in Pick Up for over a decade. It scores high on the parameters such as maneuverability, reliability, ruggedness and comfort.

As leaders in the pick up vehicle segment for 10 years in Sri Lanka, the company has continuously focused on understanding the evolving needs of our customers in areas such as performance, reliability, profitability and comfort. To cater to the challenges of transportation in across the island, the Bolero Maxitruck Plus is designed to easily maneuver through heavy traffic. Its lower turning radius 5.5 meters helps in easy maneuverability in narrow city lanes and numerous flyovers. This is further enhanced by a higher load carrying capacity of 1200 Kg, highest savings with fuel efficiency of 17.7 km/lite and improved safety measures for customers with Anti-lock Braking System (ABS). The widespread Mahindra-Ideal service network of 300+ touchpoints across the island provides offers easy repairs and service, thus ensuring complete peace of mind to our customers.

The Bolero Maxitruck Plus with ABS safety technology, comes with a stylish new dashboard. It is available across the wide network of Mahindra-Ideal motors at a competitive price and introductory offer of free registration.

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.

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