

Mahindra XYLO production on schedule at Nashik Plant

December 18, 2008, Chennai: Indian Car manufacturer Mahindra & Mahindra has announced that they have started the production of their latest in line Multi Utility Vehicle (MUV) Xylo at their car manufacturing plant at Nashik.

The car will be launched on 13th January 2009. The company plans to open customer bookings for its latest offering by January 14.

We have started production of the Xylo at our Nashik facility on schedule, after extensive road tests and will launch the vehicle on January 13, 2009. The Xylo would be available in a phased manner across our dealerships from day one and we will open for customer bookings on January 14. - said Dr Pawan Goenka, President Automotive Sector, M&M Ltd.

The vehicle will be unveiled on January 13, 2009 and will open for customer bookings a day later. The much awaited Mahindra XYLO is the most anticipated product from the Mahindra stable since the Scorpio.

The XYLO, which is all set to storm the MPV segment, blends the style and sophistication of a sedan with the ruggedness of an SUV, resulting in a truly versatile car that cuts across segments.

“Production for the Mahindra XYLO is well on schedule at our Nashik Plant which has an annual manufacturing capacity of about 25,000 units. The XYLO has been developed by a Project team consisting of 160 experts who have created new benchmarks in terms of styling, technology and performance.

The team deployed the ReFinE methodology aimed at creating emotional surplus. The vehicle has been extensively tested and validated for Real World usage in India and several other countries, said Mr. Rajesh Jejurikar, Chief of Operations, Mahindra & Mahindra Ltd.

The much awaited Mahindra XYLO has been co-created with customers for developing a vehicle built around the lifestyle and luxury aspirations of the end consumer. This is further testimony to Mahindra’s customer centric vision of co-creating products and services based on the feedback and latent needs of its consumers.

Courtesy: M& M Media room