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**Preview at the Bologna Motor Show:
new Mahindra Thar Concept**

Previewed at the Bologna Motor Show 2008, the off-road Thar Concept invents a new segment in the 4x4 market. In the Mahindra Europe stand, seen also the 6 seats car version of the off-road Goa SLX and work pick-ups by the Indian manufacturer.



The Mahindra Thar Concept project - previewed at the 33rd Bologna Motor Show, taking place from December 5th-14th next - is the heart of the Indian manufacturer's stand. Under its classic look, reminding of the first model produced by Mahindra & Mahindra in 1945 and of the legendary 4x4 which made the history of off-road, Mahindra Thar Concept represents an absolutely new proposal and opens a new segment in the present off-road market.

Simple, basic, strong, able to arrive everywhere as required to a true off-road vehicle, Mahindra Thar Concept is named after the Thar Desert or Great Indian Desert and is addressed to all looking for a 4x4 vehicle. After buying this vehicle, with a limited expense, the owners will be able to adapt it to their personal needs, enriching it with accessories and special equipments that can make it more in keeping with working or spare time needs. Mahindra Thar Concept is equipped with a modern 4 cylinders 2,500 cc turbodiesel with direct injection, common-rail and intercooler, producing 107 CV (79 kW), designed by the Austrian company AVL in cooperation with the German Bosch and produced in India.

Indian hostesses and authentic classic dresses

In perfect accordance with the classic Mahindra Thar Concept image, the Indian hostesses present at the stand Mahindra at the Bologna Motor Show 2008 wear authentic dresses of the Fifties, created by the Roman tailor's shop Costumearte di Barbara Lo Faro that, working since 1957 with cinema, theatre, television and events, has an immense repertoire of dresses of any time.

In this case dresses have been chosen for their authenticity, to perfectly reproduce situations of the last century. As happens with a tailleur in white crèpe (jacket and skirt) reminding of the young women wearing uniforms during and after the Second world war. The freshness of its sangallo lace and of the rounded lace skirts (1954) take us back to the carefree and wonderful years of the economic boom.

New 6 seats Goa SLX: when 4x4 is a need

To all those living and working in places where a true 4x4 off-road vehicle is a real need, Mahindra offers the 6 seats SLX version homologated as car of its Goa 4wd off-road. Equipped with a modern 2,500 turbodiesel

common-rail engine, producing 107 CV (79 kW), Mahindra Goa SLX is recognizable from the well-known truck versions for the dynamic air-scoop on the bonnet, the front spoiler, the side bumper fascia, the rear spoiler including the third stop, the carrier structure on the roof, the aluminium side footboards and the braking system with ABS.

4x2 and 4x4 working pick-ups

But Mahindra Europe doesn't forget its tradition for pick-ups and off-road vehicles addressed the working world. At the Bologna Motor Show 2008 are therefore shown the 5 doors/5 seats DX version of Goa, the Double Cab Goa Pick-Up in standard, fire and ambulance 4x4 trim and the Single Cab Goa Pick-Up with three sides dump body. At the Indian manufacturer's stand is also shown the new rear wheeldrive Bolero Loader pick-up, sold at 9,980 Euro (plus IVA and registration fees) and able to carry a tonne of goods or equipments on a loader 2,190 mm long and 1,440 large.

Mahindra Europe: the only motor vehicle Importer for Europe based in Italy

Since 2002 Mahindra Europe Srl is official importer of Mahindra vehicles in Europe, where it operates through a network of national distributors, dealing with the import and homologation of pick-ups and off-road vehicles produced in India by Mahindra & Mahindra, and with the post-sale assistance. Mahindra Europe is the only motor vehicle importer for Europe based on the Italian territory. On the Italian market the Company deals, beyond import and post-sale, with the direct distribution to dealers' network.