

Mahindra showcases its eco-footprint at the New Delhi Auto Expo 2008

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New Delhi: Mahindra & Mahindra, one of India's leading automotive majors, showcased its cutting-edge Sustainable Mobility Solutions Programme at the New Delhi Auto Expo 2008. Mahindra's Sustainable Mobility Solutions illustrate M&M's commitment to the research, product development, and advancement of the most cutting-edge technologies to bring about a cleaner and greener future.

Pollution related health concerns, global warming, climate change and energy security concerns related to the depletion and distribution on non-renewable conventional fuel options have pushed alternate energy and propulsion technologies to the forefront of national agendas. Mahindra has worked sustainable solutions into its long term product plan. These solutions reduce pollution and can be found from renewable sources; this is the future of transportation.

'Our eco-friendly vehicles are proof of our commitment to a cleaner environment, fuel efficiency, and emphasis on customer satisfaction.

Mahindra's range of drivable SUV hybrids and biofuel vehicles are well suited for the dense traffic conditions and driving habits of our customers,' noted Vice-Chairman and Managing Director, Mr. Anand Mahindra.

'Alternate power train vehicles, especially hybrid vehicles are our near-term solution to reducing pollution and fuel consumption. However, zero-emission vehicles such as hydrogen fuel cell and affordable battery electric vehicles are the long-term solution. We have already integrated these technologies into our research, development, and commercialization plans,' emphasized Dr. Pawan Goenka, President, Automotive Sector regarding Mahindra's business strategy for the future.

'M&M's automotive R&D is a powerhouse of 1200 strong, razor-sharp, passionate, and innovative engineers and technologists. Advancing the latest high-tech, cutting-edge technologies in the world and combining this with India's engineering know-how, agility, and low-cost manufacturing capabilities, we are positioned to be the alternate powertrain and sustainable mobility solutions leader for the mass markets in not only India, but the world,' commented Dr. Arun Jaura, Senior Vice President, R&D and Global Product Development.

Green Vehicles on display

Utilizing domestic and international strategic partnerships, Mahindra's 1200 strong R&D team works to bring the most advanced and futuristic technologies to India. Covering a wide range of advanced powertrain solutions, Mahindra is displaying different platforms of drivable full hybrid vehicles, micro (start/stop) hybrid vehicles, bio-fuel vehicles, an electric passenger vehicle, a hydrogen combustion engine vehicle and many recyclable materials and reusable technologies.

B100 and B20 biodiesel vehicles on Scorpio and Bolero platforms were displayed at the Auto Show to illustrate Mahindra's bio-diesel program. Bio-diesel is derived from renewable plant sources, which can greatly improve energy security and conventional fuel depletion concerns. The organization has an ambitious biofuel programme that has been kick-started by

production ready B5 and B10 vehicles.

M&M's hybrid vehicles combine the best features of internal combustion engine and electric vehicle technologies to bring forth vehicles with incredible fuel economies with no sacrifice in performance. Advanced vehicle controller technology in both the parallel and micro hybrid options are set to give the Indian driver the best drive using minimal fuel, which results in less cost to the consumer. A fleet of full, parallel hybrid vehicles are being tested and the micro hybrid will be launched before monsoon of 2008.

Mahindra's Sustainable Mobility Solutions Programme

As a part of the Sustainable Mobility Solutions Programme, M&M has been successful in developing the hydrogen-powered Alfa 3-wheeler vehicle. First of its kind in the world, the Hy-Alfa runs on nothing but compressed hydrogen gas. The Hy-Alfa is incredibly engineered to run with near zero emissions, which makes it a pleasure to drive and ride for everyone on crowded city roads. Mahindra's everyday endeavor is to smartly steer its products and future developments in the near short-term and long-term towards sustainability, focusing on end-of-life and optimizing product life cycles.

The E-Alfa is also a zero-emission vehicle technology. This electric, battery-powered passenger vehicle offers extended range, and a smooth, silent, and clean drive. It's a perfect option for short-range in-city driving. Its rugged and state-of-the-art systems provide both on-board and off-board charging capabilities that allow the driver flexibility. Mahindra & Mahindra has also developed end-of-life plans for battery disposal to reduce the negative environmental impacts. The end-of-life plans are part of a larger programme at M&M to increase the use of reusable and recyclable materials in its vehicles.

About The Mahindra Group

The US \$6 billion Mahindra Group is among the top 10 industrial houses in India. Mahindra & Mahindra is the only Indian company among the top tractor brands in the world. Mahindra's Farm Equipment Sector has recently won the Japan Quality Medal, the only tractor company worldwide to be bestowed this honour. It also holds the distinction of being the only tractor company worldwide to win the Deming Prize. Mahindra is the market leader in multi-utility vehicles in India. It made a milestone entry into the passenger car segment with the Logan.

The Group has a leading presence in key sectors of the Indian economy, including the financial services, trade and logistics, automotive components, information technology, and infrastructure development.

With over 62 years of manufacturing experience, the Mahindra Group has built a strong base in technology, engineering, marketing and distribution which are key to its evolution as a customer-centric organization. The Group employs over 50,000 people and has several state-of-the-art facilities in India and overseas.

The Mahindra Group has ambitious global aspirations and has a presence on five continents. Mahindra products are today available on every continent except Antarctica. M&M has one tractor manufacturing plant in China, three assembly plants in the United States and one at Brisbane, Australia. It has made strategic acquisitions across the globe including Stokes Forgings (UK), Jeco Holding AG (Germany) and Schoneweiss & Co GmbH (Germany). Its global subsidiaries include Mahindra Europe Srl. based in Italy, Mahindra USA Inc. and Mahindra South Africa.

M&M has entered into partnerships with international companies like Renault SA, France, and International Truck and Engine Corporation, USA. Forbes has ranked the Mahindra Group in its Top 200 list of the World's

Most Reputable Companies and in the Top 10 list of Most Reputable Indian companies. Mahindra has recently been honoured with the Bombay Chamber Good Corporate Citizen Award for 2006-07.

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[Eco-footprint](#) [New Delhi Auto Expo](#)