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Mahindra XUV 500 gets a place among top 10 SUVs in South Africa by [Sahil Wadhwa](#)

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Mahindra & Mahindra has reinforced its presence in the global market in the last two years with the immense growth curve which the company has shown in the last two years in the global market. The demand for exports surged in the Asia-Pacific, Africa, South and Latin America and USA. Company's passenger vehicle exports grew by 70 per cent in the fiscal year that ended in March 2012 which is huge leap.

Mahindra South Africa which was embarked eight year ago in the year 2004, managed to sell 1761 units in FY2011 which increased to 2558 units in FY2012 showing an increase by 45 per cent. The company's product range in the passenger car segment comprises of Mahindra Scorpio, Mahindra Xylo, Mahindra Thar and new Mahindra XUV 500. Mahindra XUV 500 was displayed at the Johannesburg International Motor Show where the auto aficionados got a chance to test drive the SUV. The Cheetah inspired SUV got good response from the customers with around 100 units of the SUV finding homes every month.

This gives Mahindra XUV 500 a place in the top 10 compact SUV brands. With the inclusion of the SUV, the company has been able to add an urban touch in its portfolio offered in South Africa. In other parts of the Africa, M&M's exports increased by 39 per cent. Mahindra has also launched Mahindra XUV 500 SUV in Australia. Mahindra & Mahindra aims at doubling its sales in the current fiscal year in LATAM and the company is eyeing at crossing 10,000 unit sales mark in FY2013. The company is also targeting Brazil and Chile markets, which comes in this region. M&M's South American chain includes countries like Paraguay, Uruguay, Peru, Chile, Ecuador, Columbia, Central America and Brazil.

The company was earlier known only for its commercial vehicles and was synonymous to Tractor manufacturer. The company then thought to foray in the passenger vehicle segment. In 1997, Mahindra started contemplating about the options to step into the passengers segment of the domestic market. The company had three options during that time, first was it could sell products of others companies under its license or it could develop a ten seater vehicle and the last and the toughest option was to develop a new vehicle from the beginning. The company then zeroed in on the option of developing a new vehicle from a scratch.

Since Mahindra has no prior experience in developing a passenger vehicle it was extremely difficult for the company to develop a new vehicle and that too an SUV which was not so popular in India during that time. A team of 120 people with an average age of 27 who worked day and night to develop Mahindra's first vehicle. After a research of 5 long years, Mahindra Scorpio was rendered in the Indian car market with a starting price of Rs 5 lakh. The SUV was an instant success and it underwent many changes in the last ten year. Once again the company is readying to give a complete makeover to the SUV in order to keep the product fresh. Work is going day and night at the Mahindra's research and development facility where engineers are working meticulously to give Mahindra a perfect look that carries forward its reign in the Indian car market.

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