

Mahindra electric SUV journey begins with launch of XUV400

OUR BUREAU

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Mahindra & Mahindra on Thursday unveiled its first electric SUV- XUV400 as the domestic SUV major kicked off its electric vehicle journey on the eve of World EV Day.

The new 4.2-metre electric SUV, which promises a range of 456 km on a single full charge, will compete in the C-Segment, which clocks a total volume of 32,000 units a month.

"The company will announce the price in January 2023 when bookings will commence. Deliveries will begin by the end of January. Since it will be a segment creator, we will focus on customer engagements as well as creating experiences till December," said Rajesh Jejurikar, Executive Director-Auto & Farm Sectors, M&M, said during the global unveiling of XUV400 at the company's R&D campus



The electric SUV promises a range of 456 km on a single full charge

Mahindra Research Valley near Chennai.

The new electric SUV will accelerate 0-100 kmph in 8.3 seconds and top speed of 150 kmph. XUV400 comes with best-in-class battery pack of 39.5 kWh and DC charging which promises charging of 0-80 per cent in 50 mins. Also, it has incorporated more than 60 connectivity features.

Tie up for charging

The company will soon announce its charging tie-up. It is in advanced stage of discussion with 3 charging players.

XUV400 also comes with long wheelbase of 2600 mm and best in class boot space of 378 litres/418 litres (up to roof).

The company had indicated that it would roll out electric SUVs under two EV brands - XUV and BE and XUV400 is the first EV product under its legacy XUV brand.

Mahindra will roll out electric products in B & C segments of the SUV market.

XUV400 will be launched across 16 cities under Phase 1 strategy.