



Logan becomes category leader with sales of 2890 units in July

Cumulative sales touch 8065 vehicles since launch in April 2007

Mumbai, August 01, 2007: Mahindra Renault Logan, India's first wide body car, registered a remarkable sales figure of 2890 units in July. In the process, Logan became the top selling brand in its category. Since its launch in April this year, the car has sold a total of 8065 units.

In May 2007, the first full month of sales, the Logan clocked an astounding 2,786 numbers from just 11 cities. This was followed by another impressive performance in June that saw 2,389 cars being sold. Mahindra Renault adopted a phased roll out for the car and is in the process of ramping up the output to cater to new locations.

The Logan has scripted an incredible success story by becoming the largest selling sedan in July. Keeping in line its focus on customer centricity, Mahindra Renault will continue to reach out to customers and actively taking its feedback to improve the overall package.

The Logan's performance will go a long way in setting a benchmark in this market. Its value proposition has received resounding affirmation from customers and the company is confident it will set a new benchmark in its category. The launch of the 1.6 GLX & 1.5dCi DLX variants during June-July has further helped in this endeavor.

The Logan's class defying strengths in terms of space, safety and engine performance has been received well in the market. The car is available with three engine options – 1.4 & 1.6 petrol and 1.5 diesel – and seven trim levels. The price and performance in the 1.5dCi has been hailed as the best in its class.

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About Mahindra Renault

In February 2005 Mahindra & Mahindra and Renault decided to join forces to produce and commercialize Logan in India. The joint venture is a 51:49 partnership between Mahindra & Mahindra and Renault. An investment of about 100 million euros was made to set a facility with a production capacity of 50,000 cars per year. The Logan rolled out from M&M's state-of-the-art factory located in Nashik, which offers a stamping shop, a paint shop with a top quality pre-treatment and an assembly line specific for the Logan.

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