
Mahindra and Mahindra to roll out pick up truck in US

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Mahindra & Mahindra said that it will launch its pick up truck in the US by the end of this year. The report quoted Mr Pawan Goenka president of Mahindra and Mahindra as saying that they will launch the compact diesel pick up truck in the US by the end of this year thus becoming the first company to sell an Indian made vehicle in North America.

Mr Goenka earlier this year at the Auto Expo said that M&M would start manufacturing the pick up trucks by the end of 2009 to 2010 and begin shipments to the US by early 2010 to 2011.

He added that the shift in timing of the launch of the product was because of changes made to the truck to conform to US regulations and meet American tastes.

Mr Goenka also said that “We wanted to give the best product to the American consumer and thereby wanted to be absolutely sure on all parameters before its launch.”

Mr Goenka added that M&M expects to get certification from the US Environmental Protection Agency by July this year and would begin production in India in mid September and the trucks would arrive in US showrooms by late December.

He also added that the production is slated to be commissioned at Chakan in Maharashtra.

(Sourced from PTI)

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