

Mahindra Bolero retains top spot as India's No 1 SUV

The carmaker sold over One lakh units of the Mahindra Bolero in the financial year 2014-15



Homegrown auto major, Mahindra & Mahindra announced that its popular SUV, the Mahindra Bolero, has retained its top position for the ninth consecutive year. The rugged SUV has also clocked the sales of over One lakh units in the financial year 2014-15, which is the fourth time in a row.

The company also stated that the Bolero notched up the fifth position among the top-selling passenger vehicles in India in FY-2015. The Bolero is also the only SUV to feature among the top 10 selling passenger vehicles in India.

Speaking on this achievement, Pravin Shah, President and Chief Executive, Automotive Division, Mahindra & Mahindra Ltd, said, "The fact that the Bolero has sold more than 100,000 units in FY2015 and retained its position as the country's No 1 SUV, signifies

the confidence consumers have in the brand. Over the years, the Bolero has evolved with the changing lifestyle aspirations of customers. I am sure that the Bolero will continue to be as popular on Indian roads in the years to come.”

The Mahindra Bolero retails between Rs 6.50 lakh and Rs 7.99 lakh (ex-showroom Delhi).

To know more about Mahindra Bolero, Visit: <http://www.zigwheels.com/news-features/news/mahindra-bolero-retains-top-spot-as-indias-no-1-suv/21687/>