

# JOIN THE MAHINDRA FAMILY

Mahindra

OFFICIAL  
TRACTOR  
OF TOUGH™

Mahindra  
*Rise.*



# GET TO KNOW THE MAHINDRA BRAND



## BENEFIT FROM MAHINDRA'S **HISTORY, TECHNOLOGY AND GLOBAL FOOTPRINT.**

For the past 25 years, Mahindra has generated jobs and impacted communities across North America. Today, we're looking to build even more long-term relationships with independent business owners.

As a Mahindra tractor and utility vehicle dealer, you will receive national and local

marketing support across a wide range of high profile media. And, you will enjoy the backing of a global brand with an established presence in agriculture, automotive, aerospace, real estate, financial services and more.

Learn how Mahindra can help you achieve your goals at **[JoinMahindra.com](https://www.joinmahindra.com)**.





# WHAT MADE US THE #1 SELLING FARM TRACTOR IN THE WORLD\*

From humble beginnings to a proven track record of success, Mahindra has grown into one of the top tractor manufacturers in North America since establishing its headquarters in 1994 in Houston, Texas. With leading tractor dealerships throughout North America and tough, dependable and value-packed products, our experience and inventory will pave the way for your success.

**Mahindra**  
*Rise.*

\*2018 data including all Mahindra group brand sales.





# TOUGH PRODUCTS MAKE MAHINDRA THE EASY CHOICE

## **Heavy-Duty Steel Frame**

Get the most out of your equipment for longer, no matter what terrain puts it to the test.

## **More Built-In Weight**

The heaviest standard weight guarantees better traction, safety, and comfortable stability.

## **No DPF**

Our mCRD Engine eliminates the need for Diesel Particulate Filters (DPF). No more high-temperature burnoffs.

## **Higher Lift Capacity**

Best in class lift capacities means a wider range of implements.

## **Long-lasting Power Train Warranty**

An industry leading 7 year/3000 hour no deductible powertrain warranty.

## **mCOMFORT Seat**

Extra cushioning, integrated armrests and a retractable seatbelt for maximum operator comfort all day long.

## **Full Range of Tough Implements**

Skid steer style loader couplers simplify implement attachment.

# BE A PART OF THE MAHINDRA LEGACY

Becoming a part of the Mahindra family means gaining access to global marketing insights and joining a team of industry leaders dedicated to seeing you be successful. Our goal is simple: help you build lasting customer relationships and grow your dealership success. Our track record proves we can do it.

## 1945

Our parent company, Mahindra & Mahindra, is selected to assemble the famous Willys Jeep for American GIs serving in India.



## 1963

Mahindra & Mahindra forms joint venture with International Harvester to manufacture tractors in India.



## 1977

Mahindra & Mahindra develops its own Tractor Division responsible for design, manufacturing and marketing.



## 1994

Mahindra USA establishes headquarters in Houston, Texas.



## 2003

Honored with Deming Application Prize for establishing Total Quality Management – only tractor company in the world to achieve this honor.



## 2003

Mahindra forms a strategic alliance with Mitsubishi allowing for expansion of product line in the compact tractor category.



## 2003

Sales of Mahindra tractors worldwide reach 1 million.



## 2005

Popularity in America continues to grow resulting in a third U.S. assembly and distribution facility in Red Bluff, California.



## 2007

Mahindra is awarded the coveted Japan Quality Medal for excellence in customer focus, overall quality and business processes – the first tractor company to receive the honor.



## 2009

New distribution center opens in Chattanooga, Tennessee.



## 2010

Mahindra becomes the #1 selling tractor in the world.



## 2015

Launch of Mahindra mPACT XTV in North America



## 2016

Opening of Quebec Distribution Center



## 2020

Launch of new North America campaign: "The Official Tractor of Tough"



# THE MAHINDRA **ADVANTAGE**

- National Marketing Support
- Financing Rates that Rank Lowest in the Industry
- Access to Genuine Parts and Repairs
- Long-Lasting Warranties
- Quality Range of Tractors, Implements, Attachments and Utility Vehicles