



## **Mahindra Adventure to kick off 149th Edition of Great Escape in Goa**



**July 5, 2018, Goa:** Mahindra & Mahindra Ltd. (M&M), will kick off the 149th edition of the Great Escape from July 7 - 8 in Goa under the Mahindra Adventure umbrella brand. Around 50 4WD and 2WD vehicles from the Mahindra stable will maneuver the challenging route of 40 kms. This Great Escape will see participation from Mahindra customers from all parts of Goa and neighboring areas.

Wrapped in a blanket of green, with gurgling streams and rolling hills, Goa offers a picturesque setting for a day of fun-filled off-roading. As a hub for off-roaders, Goa gives auto enthusiasts the perfect opportunity to enjoy the monsoon and tackle the challenging routes the state has to offer.

The rally will be flagged off from Club Mahindra Varka, Salcete, South Goa and shall present the participants with an opportunity to explore the area's scenic terrain. The event will see participation from the entire gamut of Mahindra vehicles including the Bolero, Scorpio, Legend and the extreme off-roader – the Mahindra Thar CRDe 4x4 – each representing the company's tough and rugged DNA.

The Mahindra Great Escape was first conceptualized in 1996 as a non-competitive, off-road rally meant to encourage Mahindra customers to test the strength and performance of their vehicles on terrain other than tarmac. Over the years, the Great Escape has acquired a reputation as one of India's premier off-roading events with each edition seeing enthusiastic participation from die-hard Mahindra fans and customers alike.

The first season of the Off-Roading Trophy, Mahindra's all-India off-road championship was held in Goa in 2012. The best off-roaders from around the country fight for top honors and to win a new Mahindra Thar CRDe 4x4.

### **About Mahindra Adventure**

A unique concept to showcase the tough and rugged DNA of Mahindra vehicles, Mahindra Adventure functions as an umbrella brand with a series of self-drive overland adventure expeditions organized under its banner. Mahindra Adventure was launched as an independent



entity for all adventurous activities, in 2011, headed by Bijoy Kumar Y, Chief of Adventure Initiatives. He is a motoring enthusiast and the erstwhile editor of a popular motoring magazine.

The Mahindra Adventure calendar comprises a series of experiential marketing events throughout the year such as the popular off-roading event, the Great Escape, several Challenges (sporting events in keeping with the company's promise of providing adrenaline pumping challenges), Multi-Day Special Escapes, such as the Monastery Escape (10 days), Royal Escape (6 days), Authentic Bhutan (8 days), Himalayan Spiti Escape (10 days), & the Summit - a drive to the Everest base camp (14 days).

To spread the DNA of off-roading, the Mahindra Adventure team has also recently launched the Mahindra Adventure Off-Road Training Academy in Igatpuri to encourage off-roading amongst the adventure seekers.

Mahindra Adventure Off-road Training Academy is 28-acre facility, India's first dedicated facility providing a one stop solution to learning everything about a Mahindra 4WD vehicle and how to use it to its full potential. Through this, we hope to leverage the brand's off-road heritage, showcase the vehicles abilities and give the participants the confidence to explore the limits of the vehicles. Custom-made Mahindra Thars equipped with radio sets are exclusively used as training vehicles at the facility. Team Mahindra Adventure has also been blazing the motorsport arena with their rally-prepared– Super XUV500, since its inception. Mahindra's cheetah inspired XUV500 won the overall championship at the Indian National Rally Championship (INRC) 2017.

For more details on Mahindra Adventure, you can visit <http://mahindraadventure.com/>

Facebook: <https://www.facebook.com/MahindraAdventure/>

Twitter: <https://twitter.com/MahindraAdvntre>

Instagram: mahindraadventure

YouTube : Mahindra Adventure

## **About Mahindra**

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, aerospace, commercial vehicles, components, defence, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

Learn more about Mahindra on [www.mahindra.com/](http://www.mahindra.com/) / Twitter and Facebook: @MahindraRise

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