

**About Project W201:** It is a global SUV, set to put Mahindra's on the world map of stylish SUVs. Power packed with a stylish persona and technology advancements, it's designed to set a distinctive attitude for people who can afford it and an aspiration for people who can't.

**Briefly about Exteriors:** Designed to capture power of seduction, majestic elegance, raw power & muscular agility; the exteriors are inspired by the agility of a cheetah.

**About interiors:** The feel in the interiors are of a power lounge. Breaking these further into essential elements: the ambience is seductive, rhythmic and captivating. The atmosphere is of extreme indulgence, exclusive comfort and glitterati. It's packed with technologically advanced gadgets and features. They are set to break standards of vehicle interior spaces with a persona distinctive to the SUV customer.

**About the customer:** Urban professional/businessman between the ages of 30 to 38, male/female, who's a power seeker who wants to 'flaunt their status'. Mobility to them is about unconstrained, active lifestyle that takes you to places you've never been to.

Monthly household income: 50000-70000

Segment: A2/B1 & B2

Personality traits: Sophisticated, Stylish, Outgoing  
Assert stature and prestige  
Enjoy increased freedom

Usage Mix: Intracity-90% Intercity-10%

Emotional Payoff: It offers feeling of power, thrill and car plus driving experience  
The distinctive and stylish vehicle reflects success and is extension of lifestyle

**Interface design key phrase: *Trendsetting individualistic style***