

HERE'S WHY WE'RE THE WORLD'S #1 SELLING TRACTOR.



DEMING PRIZE
2003



JAPAN QUALITY MEDAL
2007

Mahindra
Tractors

A WHOLE HERD OF BEEFED UP MODELS TO CHOOSE FROM.

eMax S SERIES

The Tier IV emissions-compliant eMax S sub-compact tractors have once again redefined the sub-compact market with tractors that offer true tractor performance. Featuring a complete range of available attachments and implements including a factory installed cab, drive-over mower deck, snow removal equipment and a backhoe that can be added at any time, you have a powerful and versatile tractor that provides the industry's best value.



MAX SERIES

The series features industry-redefining sub-compact and mid-compact models. The backbone of all Max series tractors is a full-length tractor frame that allows users to install a backhoe at any time. The Max series tractors have a wide range of attachments and implements, including a driver-over mowing deck, snow blowers, blades, brooms and feature the highest capacity loaders in the market. Factory-installed cab is available for the Max XL series.



1500 SERIES

The high-performance premium 4WD, Tier IV mCRD-powered, 1500 series compact tractors are designed for light to medium applications. These 25.6 to 38.7 HP models are available with options like heavy-duty loaders and backhoes; gear, shuttle or hydrostatic transmissions; soft or integrated cabs; ag, industrial, or turf tires; drive-over mid-mount mowers; and many available implements.



2500 SERIES

Economical and easy-to-operate 4WD, Tier IV mCRD-powered, tractors are designed for general purpose farming and agriculture, livestock operations and grounds maintenance. These 37.4 to 65 HP, 3- and 4- cylinder engines provide reliable performance and fuel efficiency. The 2500 series comes with a list of premium features without the premium price. Cab version available with Shuttle or HST transmission. Heavy-duty loader and backhoe available.



3500 SERIES

The 3500 series tractors are premium Tier IV mCRD™-powered, 4WD, compact workhorses designed for medium to heavy applications. The 40 to 49 HP engines are available with power shuttle or hydrostatic transmissions; heavy-duty loaders and backhoes; ag, turf or industrial tires; and many available implements.



4500 SERIES

The rugged and hard-working 2WD and 4WD, Tier IV mCRD™-powered 4500 series utility tractors are designed for light- to medium-duty applications. These practical, no-nonsense models are available from 41 to 62 HP and with a wide range of available implements that provides you with everything you need to get your work done.



5500 SERIES

The rugged Tier IV mCRD™-powered 5500 series utility tractors are designed for medium to heavy applications. The 43 to 70 HP engines have shuttle transmissions and options like 2WD or 4WD, heavy-duty loaders and backhoes, ag or industrial tires, and many available implements.



mPOWER™ SERIES

The mPOWER™ Series turbocharged, four stroke intercooled Mahindra Common Rail direct injection diesel delivers higher injection pressure for less engine smoke.

The multiple injection feature results in cleaner exhaust and more efficient combustion while greatly reducing NOx and particulate matter emissions.

Mahindra's exclusive mCRD™ technology means NO DPF (Diesel Particulate Filter), simpler treatment process, less maintenance and lower costs, while reducing greenhouse gas emissions into the environment by over 360 tons per year.



mFORCE™ SERIES

Mahindra's mFORCE™ series tractors are raising the standard for higher horsepower tractors. The turbocharged, four stroke intercooled, direct injection, 105 HP diesel tractors provide you with the ability to do more than ever before with greater 3-point lift capacity, heavier loader lift capacity and an impressive list of standard features and power at your fingertips that you control from the safety, comfort and convenience of our all-season cab. With Mahindra's mFORCE tractors + a 5-year powertrain warranty, you can rest assured that you are getting the industry's best value.



Mahindra USA, Inc. (MUSA) was established in Tomball, TX in 1994 as a wholly-owned subsidiary of Mahindra & Mahindra's Automotive & Farm Sector (AFS). From selling 500 units in the beginning, MUSA has grown rapidly due to high customer satisfaction (97%, the industry's highest) and strong customer loyalty (98%, also the industry's highest) to become one of the top tractor manufacturers in North America. In the years since, our tough, dependable and value packed tractors have been sold and serviced by hundreds of leading tractor dealers throughout North America. In the US, we perform final assembly and conduct a comprehensive 51-point pre-delivery inspection, including dynamometer and road testing to ensure the highest standards of quality. It's our mission at MUSA to deliver the highest levels of customer satisfaction and dealer support.

In 2003, MUSA opened a second assembly and distribution center on the East Coast. In 2005, we opened a third on the West Coast. This plant helped MUSA more than double our production capacity to meet the growing demands for our tractors. In 2012, MUSA moved into a larger North American Corporate Headquarters at a class-A corporate facility that consolidated our distribution, parts and business functions under one facility. Today, Mahindra USA has assembly and distribution centers in Texas, California, Tennessee, Pennsylvania and Kansas.

**Mahindra Corporate Headquarters - 2003
Tomball, TX**



**North American Corporate Headquarters - 2012
Houston, TX**



DEMING PRIZE
2003



JAPAN QUALITY MEDAL
2007

Mahindra USA is the only tractor manufacturer in history to win the Industry's Top Two Quality Awards

Mahindra USA, Inc.
9020 Jackrabbit Rd., Suite 600 • Houston, TX 77095
www.mahindrausa.com

MAHINDRA HAS A LONG AND PROUD HISTORY.

BUT THE BEST IS YET TO COME.

**THIS IS MAHINDRA TERRITORY.
TOUGHEST TRACTORS ON EARTH**

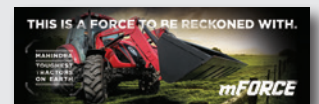
- 2015**
- Parts warehouse expansion
 - Successful mPACT UV launch
 - New West Coast MADC
 - Recognized by the Indo-American Chamber of Commerce - Greater Houston chapter for Inbound Investment award



- 2014**
- Continues to be The #1 Selling Tractor in the World
 - Successfully introduced Mahindra NO DPF mCRD™ Tier IV engine technology
 - Increased dealer locations to more than 500
 - Added 5th Mahindra Authorized Distribution Center in Lyons, KS
 - #3 in 0-120 PTO HP
 - High Ranking in NAEDA Dealer/Manufacturer Relationship Survey



- 2013**
- Continues to be World's #1 Selling Tractor
 - Achieved #3 Position in 0-120 PTO HP Market Share
 - Ranked #2 in NAEDA Dealer/Manufacturer Relations
 - Received IACC Top CSR Award for Mahindra Pride Programs



- 2012**
- Mahindra opens new distribution facility in Bloomsburg, PA
 - Mahindra continues to be the #1 Selling Tractor in the World
 - Mahindra worldwide tractor sales hit 2 million
 - Achieved #2 ranking in NAEDA Dealer Overall Satisfaction Ranking!



- 2011**
- World's #1 selling tractor continues
 - Parts and Distribution merged & expanded in new North American Headquarters
 - Mahindra Finance USA LLC launches



- 2010**
- Mahindra becomes the #1 selling tractor in the world.

- 2009**
- New distribution center opens in Chattanooga, Tennessee.



- 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.



- 2005**
- Popularity in America continues to grow resulting in a third U.S. assembly and distribution facility in Red Bluff, California.



- 2003**
- Honored with Deming Application Prize for establishing Total Quality Management – only tractor company in the world to achieve this honor.
 - Sales of Mahindra tractors worldwide reach 1 million.
 - Mahindra forms a strategic alliance with Mitsubishi allowing for expansion of product line in the compact tractor category.



- 1994**
- Mahindra USA establishes headquarters in Houston, Texas.



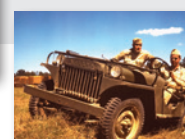
- 1977**
- Mahindra & Mahindra develops its own Tractor Division responsible for design, manufacturing and marketing.



- 1963**
- Mahindra & Mahindra forms joint venture with International Harvester to manufacture tractors in India.



- 1945**
- Mahindra & Mahindra was born and in 1947, Mahindra began building the heavy duty WWII Willys Jeep under License in India.



WHY SHOULD YOU CHOOSE MAHINDRA?

#1 protecting your back with the peace of mind of a 5- or 7-year limited powertrain warranty depending on the model, on EVERY tractor.

#1 with best-in-class loader lift capacity, 3-point lift capacity and digging capacity means you can PUSH MORE, PULL MORE and LIFT MORE to get more done in less time.

#1 in Customer Satisfaction with a 97% rating.

#1 in Customer Loyalty with a 98% rating of our owners likely to recommend Mahindra to friends or family.



MAHINDRA IMPLEMENTS From cutters, blades and box scrapers to forks, spears, plows, tillers and seeders – our implements meet your demands. We offer rugged construction and heavy-duty components for implements that are easy to attach and use.

NATIONWIDE DEALER NETWORK Mahindra has five North American distribution centers that deliver tractors to over 500 Mahindra dealers in the U.S.A. and Canada. With such wide distribution, Mahindra owners get convenient access to parts and repairs. For individuals interested in becoming a Mahindra dealer, there are attractive opportunities available across North America. And we're proud to say, in a recent survey, Mahindra ranked #1 in the nation in dealer satisfaction. We believe happy dealers means happy tractor owners.

COMPETITIVE FINANCING Mahindra Finance USA is proud to offer some of the lowest financing rates in the industry. Choose from 0% up to 84 months Value Rate financing, Rock Bottom Rate pricing or Cash Back at Standard Rates.

EXCEPTIONAL PARTS SUPPORT Mahindra supports its North American dealers with overnight delivery of critical parts from our master warehouse in Houston, Texas. The focus of Mahindra's Parts Operations is to provide the parts that keep our tractors performing at their best. That's why original equipment Mahindra parts are designed and tested to give our products the reliability and durability customers have come to expect from us.

SUPERIOR PROTECTION WITH OUR BRANDED OIL.

Mahindra Oils are formulated with the highest grade of raw materials and utilize a fully integrated and automated blending process to meet our high standards for consistency and quality.

Mahindra's Tier IV mCRD™ Technology

mCRD™ – The Simple Green Solution

Less Complexity

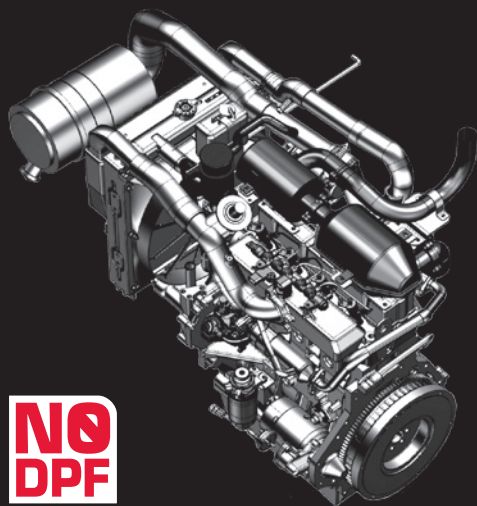
- mCRD™ does not have a Diesel Particulate Filter (DPF), reducing complexity, heat and filter replacement.

No Operator Involvement

- No DPF means you don't need to remember to turn it off

Saves You Time and Money

- No downtime needed for regeneration, and no DPF filter to service or replace.



HAUL MORE.

- Best-In-Class Cargo Box Capacity up to 1,200 lbs.
- Up to 34 cu. ft. vol. on L Models
- Standard Electric Power Cargo Box Lift
- Pre-Load Adjustable Shocks

TOW MORE.

- Best-In-Class Towing Capacity up to 2,100 lbs.
- 36:1 Gear Box Ratio
- 10.25" Auto-Style Rotors and Oversized Calipers
- Standard 2" Front and Rear Receiver Hitch

GO MORE.

- Best-In-Class 12" of Ground Clearance
- 14" Aluminum Wheels with 27" Tires
- True 4WD Auto-Lock Front Differential and Push-Button Rear Differential Lock
- Independent Front and Rear Suspension with 10" of Wheel Travel



STANDARD STYLE *

XTV 750 S

- 747cc Fuel Injected Kohler Gas
- 35 mph
- 3-Passenger Seating
- Up to 1,200 lbs Cargo Capacity
- ~16 cu ft Cargo Volume

XTV 1,000 S

- 1,000cc Kohler Diesel
- 35 mph
- 3-Passenger Seating
- Up to 1,200 lbs Cargo Capacity
- ~16 cu ft Cargo Volume



CREW STYLE *

XTV 750 C

- 747cc Fuel Injected Kohler Gas
- 33 mph
- 6-Passenger Seating
- Up to 1,000 lbs Cargo Capacity
- ~16 cu ft Cargo Volume

XTV 1,000 C

- 1,000cc Kohler Diesel
- 33 mph
- 6-Passenger Seating
- Up to 1,000 lbs Cargo Capacity
- ~16 cu ft Cargo Volume



LONGBED STYLE

XTV 750 L

- 747cc Fuel Injected Kohler Gas
- 33 mph
- 3-Passenger Seating
- Up to 1,200 lbs Cargo Capacity
- ~34 cu ft Cargo Volume

XTV 1,000 L

- 1,000cc Kohler Diesel
- 33 mph
- 3-Passenger Seating
- Up to 1,200 lbs Cargo Capacity
- ~34 cu ft Cargo Volume



FLEXHAULER STYLE

XTV 750 S Flexhauler

- Up to 1,200 lbs. with 23 cu. ft. of volume - 50% more than standard cargo box
- Fold-down cargo box that easily converts to a flatbed

XTV 1000 S Flexhauler

- Up to 1,200 lbs. with 23 cu. ft. of volume - 50% more than standard cargo box
- Fold-down cargo box that easily converts to a flatbed

ACCESSORIES

- Over 50 accessories offered to customize your XTV to meet your specific needs.
- Includes windshields, roofs, cab enclosures, etc.

• Available in Red or RealTree® Camo



A COMPLETE SOLUTION FOR ALL YOUR NEEDS

Mahindra Implements Overview

Mahindra offers a huge selection of implements to help you accomplish whatever task you wish to tackle and provide a complete Mahindra experience.

- Wide array of implements (186 variations)
- Competitive financing terms
- Standard-, Medium-, and Heavy-Duty implements to meet your needs
- Implements feature rugged construction with heavy-duty components
- 5-year rotary cutter gearbox limited warranty
- SNOW BLOWERS and SNOW REMOVAL equipment to meet cold-weather needs
- BEST VALUE in the market today

