

Published based on [Mahindra Repositioning Scorpio As SUV](#)

Mahindra Repositioning Scorpio As SUV



Mahindra & Mahindra is giving the Scorpio an image makeover to position it as a thoroughbred sports utility vehicle (SUV) and do away with multi-utility vehicle (MUV) tag associated with it. Mahindra has given muscle to the Scorpio, which has crossed a total sales of two lakh units, to position it as a vehicle that can handle full off-road driving following the launch of its latest MUV Xylo. Customers tend to treat the Scorpio as an MUV, which the company is now trying to change by providing the vehicle the required looks, features and performance.

"There is an endeavour to position the Scorpio as a complete SUV now that we have the Xylo." "We have been constantly upgrading the Scorpio and recently we launched the latest version with a more muscular look and also make it ideal for off-road drives," Mahindra & Mahindra President (Automotive) Pawan Goenka said.

In the beginning of March the company had launched the [latest version of the Scorpio](#), with new design in front grille, headlights, fog lamps, bumpers, embossed side cladding, along with other features such as digital immobiliser.

You can also find this article published on [Mahindra Repositioning Scorpio As SUV](#), and on the tag pages [Mahindra Scorpio](#).