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Chrysler-M&M Dispute



Mahindra and Mahindra (M&M) and Chrysler are embroiled in a dispute over the front grill design and shape of the Scorpio. Chrysler alleges that M&M copied the design from its automobile marquee Jeep. There is speculation that Chrysler could initiate legal action against M&M. This could delay the US launch of the Scorpio.

Copying is not the first thing you will see in the automotive industry. If for every design copied a company would sue the other, then Hyundai would have been bankrupt by now for copying designs of various cars.

Some one in M&M says that Chrysler told them the Scorpio grill and the Jeep Wrangler grill look similar. So, can you do something about it? Yeah sure, why not change the grille of the Jeep?

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