

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



DEMING PRIZE  
2003



JAPAN QUALITY MEDAL  
2007

**Mahindra**  
Tractors



Our history began in 1945 when Mahindra was licensed to sell the iconic World War II Willy's Jeep in India. That same commitment to quality was extended to tractors in 1963 when we partnered with International Harvester. Mahindra North America (MNA) 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, MNA has become the fastest growing tractor brand in North America, and the world's #1 selling tractor. With our customer first philosophy we have achieved the industry's highest customer loyalty rating at 98%. Why? Because our tractors are tough, dependable, and work ready to help you get your work done. 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 MNA to deliver the highest levels of customer satisfaction and dealer support.

In 2003, MNA opened a second assembly and distribution center on the East Coast. In 2005, we opened a third on the West Coast. This plant helped MNA more than double our production capacity to meet the growing demands for our tractors. In 2012, MNA 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 North America has assembly and distribution centers in Texas, California, Tennessee, Pennsylvania, Kansas and Quebec.

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



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



DEMING PRIZE  
2003



JAPAN QUALITY MEDAL  
2007

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

Mahindra North America  
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[www.mahindrausa.com](http://www.mahindrausa.com)

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

**#1** selling tractor in the world.



**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 to help you push, pull, and lift more.

**NATIONWIDE DEALER NETWORK** Mahindra has six North American distribution centers that deliver tractors to over 550 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. We're proud to say that in a recent survey Mahindra continues to rank #1 in dealer marketing support.

**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

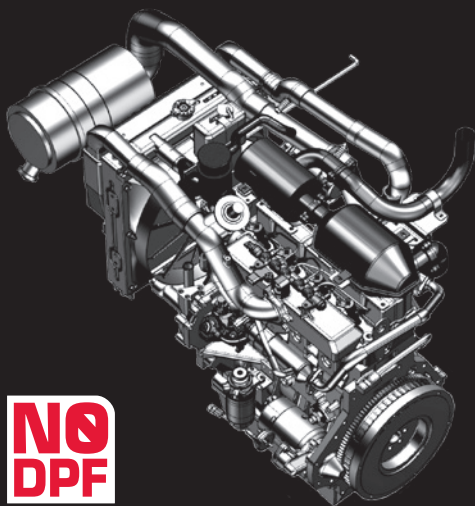
- mCRD™ does not have a Diesel Particulate Filter (DPF), reducing complexity, heat and filter replacement.

#### 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.



## 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.



## HOW DOES IT WORK?

U.S. Communities Government Purchasing Alliance is a government purchasing cooperative that reduces the cost of goods and services by aggregating the purchasing power of public agencies nationwide. Registered agencies have access to a broad line of competitively solicited contracts with best in class national suppliers.

### CONTRACT NO:

RFP 17-6221

### LEAD AGENCY:

Cobb County

### PHONE:

813-977-7112

### FAX:

813-631-0008

### EMAIL:

uscommunities@mahindrausa.com

### WEBSITE:

[www.uscommunities.org/suppliers/mahindra/](http://www.uscommunities.org/suppliers/mahindra/)



**U.S. COMMUNITIES®**  
GOVERNMENT PURCHASING ALLIANCE



**ABOUT U.S. COMMUNITIES** U.S. Communities is the leading national cooperative purchasing program, providing world class government procurement resources and solutions to local and state government agencies, school districts (K-12), higher education institutions, and nonprofits looking for the best overall supplier government pricing. More than 55,000 registered agencies, education institutions and nonprofits utilize U.S. Communities contracts to procure more than \$2.3 billion in products and services annually.

**NO USER FEES** No costs or fees to participate.

**BEST OVERALL SUPPLIER GOVERNMENT PRICING** By combining the potential cooperative purchasing power of up to 90,000 public agencies, you are able to access the best overall supplier government pricing.

**INTEGRITY & EXPERIENCE** Unlike other government cooperative purchasing organizations, U.S. Communities national government purchasing cooperative is founded by 5 national sponsors and over 90 state, city and regional organizations.

## OVERSIGHT BY PUBLIC PURCHASING PROFESSIONALS

An Advisory Board of well-respected public procurement professionals provides leadership, direction, and ensures adherence to our high standards.

## ATTACHMENTS



## Mahindra Attachments Overview

According to consumer surveys, Mahindra attachments are the industry's easiest to install. Built tough and built to last like our Tractors, Mahindra attachments handle the toughest tasks to keep working smarter...not harder.

- Loaders
- Backhoes
- Mid-mount Mowers
- Snowblowers
- And more...



# 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

