

COUNT ON MAHINDRA TIME AFTER TIME

**SUPERIOR
PERFORMANCE
DAY IN AND
DAY OUT**

**MAX SERIES
MAX 28XL
HST / Shuttle**



10 SERIES



16 SERIES



25 SERIES



30 SERIES



35 SERIES



60 SERIES



Mahindra

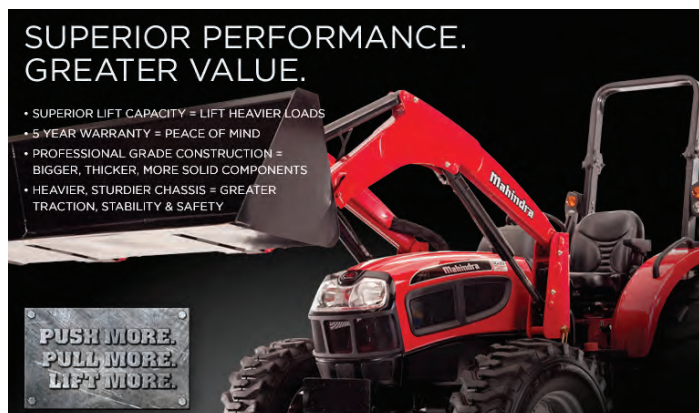
Rise.

OVERVIEW

Mahindra’s professional-grade tractors range from 22HP - 83HP and in a full range of configurations:

- 2WD & 4WD
- Gear/Shuttle/HST/PST transmissions
- Open Station and Cabs

What makes Mahindra Tractors better than other tractors? Simple, they were designed for FARM-GRADE work and are built with heavy-duty components and materials to keep them working hard, day after day, year after year.

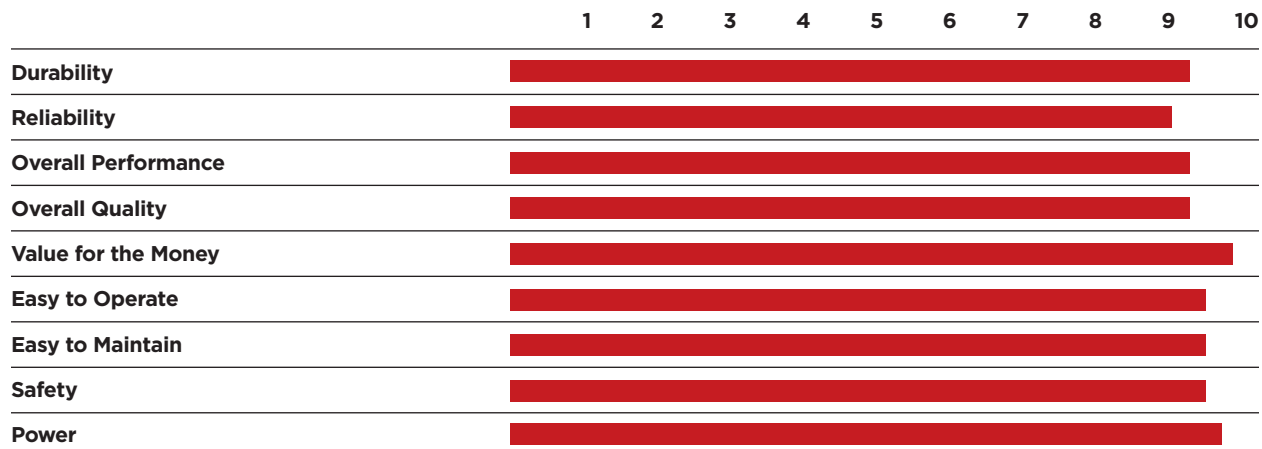


Mahindra Tractors are built in India (25 Series, 30 Series, 35 Series and 60 Series), Japan (Mahindra Max and 16 Series) and South Korea (10 Series) where the average user uses them to work their farm and puts up to 1,000 hours per year on them. In North America, the average user for this horsepower range puts 150 hours per year on their tractor - compare Mahindra Tractors to other tractors and you will see and feel the difference:

- Higher Lift Capacity = Lift heavier loads and user larger implements to get work done faster
- Heavier, Sturdier Chassis = Rugged, CAST-IRON chassis (not Aluminum) means more built in weight for greater traction, stability, control and SAFETY
- Heavy-Duty Components = Bigger, thicker and stronger components means you can work harder and get more done
- Professional Grade Construction = Built to last...try saying that about PLASTIC or COMPOSITE materials

Don’t take our word for it though - here is how Mahindra CUSTOMERS rate our tractors:

On a scale of 1-10, Mahindra ranks as a 9 or better in:



In key performance attributes, our tractors continue to earn exemplary customer satisfaction scores!

TRACTOR MODELS

PREMIUM - 16 Series

The Mahindra 16 series premium tractors are high-performance 4WD compact tractors designed for light-to medium-duty applications. With models from 28 to 36 HP and with a wide range of choices - heavy-duty loaders, heavy-duty backhoes, gear, shuttle or hydrostatic transmissions, Ag/Industrial/Turf tires, drive over mid-mount mowers, cabs and soft cabs, snow blowers and a wide range of available implements - there is a model to meet your needs.



Powered by professional-grade Mitsubishi 3-cylinder diesel engines, you get dependable power for your most demanding applications. The fuel-efficient Mitsubishi engines also generate horsepower at lower RPM's compared to the competition, meaning you can work longer and get more done, in less time. The performance doesn't stop there: heaviest in class operating weight for greater stability and carrying capacity, heavy-duty front axles, heavy-duty loaders with up to 1,650 lb. lift capacity and heavy-duty three-point hitches all mean that you have the ultimate compact tractor at your disposal.

Key Features:

- 3 cylinder low RPM engine
- 8F/8R transmission, SynchroShuttle or 3 range HST
- Choice of Industrial, Ag or Turf tires
- 540 RPM PTO
- STANDARD Drawbar
- High operating weight = better traction, stability and safety

Ideal For:

- Specialty / Hobby Farming
- Rural Lifestyle
- Equine

- Hydrostatic power steering
- Best-in-class loader and 3-point lift capacities
- Cab and open station 3616
- STANDARD 5-year limited warranty - Industry's Best
- Home
- Grounds Maintenance / Municipal

PREMIUM - 35 Series

The Mahindra 35 series premium tractors are super-powered 4WD compact workhorses designed for medium- to heavy-duty applications. With professional-grade models from 35 to 50 HP and with a wide range of choices - heavy-duty loaders, heavy-duty backhoes, Ag/Industrial/Turf tires, Shuttle, PST and HST transmissions and a wide range of available implements - there is a model to meet your needs.



Powered by heavy-duty Mahindra 3- and 4-cylinder diesel engines, you get dependable power for your most demanding applications. The performance doesn't stop there: our rugged, cast-iron chassis; heaviest-in-class operating weight for greater stability and carrying capacity; heavy-duty front axles; heavy-duty loaders with up to 2,700 lb. lift capacity and heavy-duty three-point hitches all mean that you have the ultimate heavy-duty tractor at your disposal.

Key Features:

- 3 & 4 cylinder, heavy-duty engines
- Shuttle, PST and HST Transmissions (excludes 3535)
- Choice of Industrial, Ag or Turf tires
- Best-in-class loader and 3-point lift capacities

Ideal For:

- Agriculture
- Dairy
- Rural Lifestyle
- Speciality / Hobby Farming

- STANDARD 5-year limited warranty - Industry's Best
- Heavier operating weight for built in safety
- Larger tires for better traction and stability
- Hydrostatic power steering
- STANDARD remote valve (4035 and 5035)
- Grounds Maintenance / Municipal
- Home
- Livestock
- Material Handling

TRACTOR MODELS

PREMIUM - 60 Series

The Mahindra 60 series premium tractors are our top-of-the-line utility tractors designed for medium to heavy-duty applications. With professional-grade models from 70 to 83 HP and with a wide range of choices - 2WD and 4WD, integrated German engineered cabs available on 4WD models, heavy-duty loaders, heavy-duty backhoes, Ag/Industrial tires and a wide range of available implements - there is a model to meet your needs.



Powered by heavy-duty Mahindra 3- and 4-cylinder diesel engines, you get dependable power for your most demanding applications. The fuel-efficient Mahindra engines also generate horsepower at lower RPM's compared to the competition, meaning you can work longer and get more done, in less time. The performance doesn't stop there: our rugged, cast-iron chassis; heaviest in class operating weight for greater stability and carrying capacity; heavy-duty front axles; heavy-duty loaders with up to 4,100 lb. lift capacity and heavy-duty three-point hitches all mean that you have the ultimate utility tractor at your disposal.

Key Features:

- Turbocharged, fuel efficient 3 & 4 cylinder engines
- 12F/12R Synchro-Shuttle Transmissions
- Choice of Industrial or Ag tires
- Best-in-class loader and 3-point lift capacities
- STANDARD Draft control

Ideal For:

- Agriculture
- Hay
- Material Handling
- Speciality / Hobby Farming

- Hydrostatic power steering
- Larger tires for better traction and stability
- Heavier operating weight for increased safety
- 2 STANDARD remote valves
- STANDARD 5-year limited warranty - Industry's Best

- Grounds Maintenance / Municipal
- Rural Lifestyle
- Livestock
- Dairy

UTILITY - 30 Series

The Mahindra 30 series tractors are rugged and powerful utility tractors designed for medium- to heavy-duty applications. With professional-grade models from 44 to 65 HP with shuttle transmissions and with a wide range of choices - 2WD and 4WD, heavy-duty loaders, heavy-duty backhoes, Ag/Industrial/Turf (turf available on 4530 only) tires and a wide range of available implements - there is a model to meet your needs.



Powered by heavy-duty Mahindra 3- and 4-cylinder diesel engines, you get dependable power for your most demanding applications. The fuel-efficient Mahindra engines also generate horsepower at lower RPM's compared to the competition, meaning you can work longer and get more done, in less time. The performance doesn't stop there: our rugged, cast-iron chassis; heaviest-in-class operating weight for greater stability and carrying capacity; heavy-duty front axles; heavy-duty loaders with up to 3,150 lb. lift capacity and heavy-duty three-point hitches all mean that you have a true brute of a workhorse at your disposal.

Key Features:

- Fuel efficient 3 cylinder, low RPM engines
- Larger tires for better traction and stability
- Heavy operating weight for increased safety
- Best-in-class loader and 3-point lift capacities
- STANDARD Position and Draft controls
- Hydrostatic power steering
- Independent 540 rpm PTO
- 8F/8R and SynchroShuttle transmissions
- STANDARD rear work light
- STANDARD 5-year limited warranty - Industry's Best

Ideal For:

- Agriculture
- Hay
- Material Handling
- Speciality / Hobby Farming
- Grounds Maintenance / Municipal
- Rural Lifestyle
- Livestock
- Dairy

TRACTOR MODELS

ECONOMY - 10 Series

The Mahindra 10 series tractors are rugged, hard-working and economical 4WD utility tractors designed for light- to medium-duty applications. These practical, no-nonsense models are available from 38 to 59 HP with a wide range of choices - open station or cab, heavy-duty loaders, heavy-duty backhoes, Ag or Industrial tires and with a wide range of available implements that provides you with everything you need to get your work done.



Powered by heavy-duty 3- and 4-cylinder diesel engines, you get dependable power for your most demanding applications. The fuel-efficient engines also generate horsepower at lower RPM's compared to the competition, meaning you can work longer and get more done, in less time. The performance doesn't stop there: with our heaviest-in-class operating weight for greater stability and carrying capacity; extendable front axles; heavy-duty loaders with up to 3,122 lb. lift capacity and heavy-duty three-point hitches all mean that you have a true workhorse at your disposal.

Key Features:

- Fuel efficient 3 & 4 cylinder engines
- Larger tires for better traction and stability
- Choice of Industrial or Ag tires
- Best-in-class loader lift capacities
- Spacious full flat operator's platform
- Hydrostatic power steering and tilt
- Independent 540 rpm PTO
- STANDARD adjustable suspension seat
- STANDARD rear remote valve (excluding 4010)
- STANDARD 5-year limited warranty - Industry's Best

Ideal For:

- Speciality / Hobby Farming
- Grounds Maintenance / Municipal
- Material Handling
- Livestock
- Dairy
- Rural Lifestyle
- Hay
- Equine
- Home

ECONOMY - 25 Series

The Mahindra 25 series tractors are rugged and hard-working 2WD and 4WD (4025 only) utility tractors designed for light- to medium-duty applications. These practical, no-nonsense models are available from 40 to 65 HP and with a wide range of available implements that provides you with everything you need to get your work done.



Powered by heavy-duty Mahindra 3- and 4-cylinder diesel engines, you get dependable power for your most demanding applications. The fuel-efficient Mahindra engines also generate horsepower at lower RPM's compared to the competition, meaning you can work longer and get more done, in less time. The performance doesn't stop there: our rugged, cast-iron chassis; heaviest in class operating weight for greater stability and carrying capacity; extendable front axles; heavy-duty loaders with up to 3,250 lb. lift capacity and heavy-duty three-point hitches all mean that you have a true workhorse at your disposal.

Key Features:

- Fuel efficient, low RPM 3 & 4 cylinder engines
- Larger tires for better traction and stability
- Heavy operating weight for built in safety
- Best-in-class loader and 3-point lift capacities
- Heavy-gauge steel fenders and hood
- Hydrostatic power steering
- Live 540 rpm PTO
- STANDARD rear work light
- STANDARD rubber floor mat
- STANDARD 5-year limited warranty - Industry's Best

Ideal For:

- Speciality / Hobby Farming
- Material Handling
- Grounds Maintenance / Municipal
- Rural Lifestyle

NEW MODEL SPOTLIGHT

At Mahindra's 2012 National Dealer Meeting we unveiled several new tractor models that are sure to help you win even more sales in your markets. The new Mahindra Max series, 4010 4WD and 4025 4WD represent new levels in our commitment to you and to the North American market. It was truly a Mahindra team effort to bring these models to the market in such an unheard of time-frame! The next few pages will provide you an overview of these exciting new models.

The Mahindra Max series is poised to deliver maximum performance, maneuverability and value with features that have never existed before in the sub-compact and mid-compact categories, including:

- **Max Value** - All of the typical full-sized tractor elements, such as a quiet and powerful engine, smooth transmission, stronger frame, maximum versatility with attachments (mower, backhoe, loader, etc.) in one tractor frame at a competitive price point
- **Max Versatility** - Owners will be able to do more - mow, dig, pull, load, and lift - with their choice of up to 15 attachments and implements to handle any task
- **Max Maneuverability** - Best-in-class turning radius in its size with Mahindra's Dual Braking System (DBS), allowing for maneuverability in tight spaces to get work done and get out quickly
- **Max Ease of Use** - Featuring the new Xpress Seat, an easy turn seat for simple tractor - loader - backhoe operation, and the new Xpress Hitch for quick and simple implement set-up and removal
- **Max Weight & Stability** - including tractor tires, better traction, stability and safety for all jobs.
- **Max Lift Capacity** - Rear implement capability of a true tractor to take on the tough jobs with a Category I 3-point hitch and best-in-class loader lift capacity
- **Max Hydraulic Capacity** - Increase flow resulting in faster response time for tractor, loader and backhoe to get work done more quickly
- **Max Engine life** - 28% lower RPM resulting in quieter operation, less engine noise and smoother and longer operation around the property, with lower fuel consumption (saves you more) and longer life
- **Max Power Transfer for Implements** - Increased power to the ground to take on the tough jobs



The 4025 has been a mainstay of the Mahindra Tractor model lineup and has also been the top selling 2WD model throughout its entire product life. Now, the legend has been reborn with the 4025 4WD model added to the 25 series of economy series tractors.

The 4025 4WD features:

- Mahindra built 4 cylinder wet sleeve engine for big power and long life.
- Lowest rated engine speed for maximum fuel efficiency
- Big capacity 3-point hitch with draft control standard – allows you to tackle big jobs with ease
 - Telescopic stabilizers
 - Easily change from Cat I to Cat II hitch
 - Best-in-class 3-point lift capacity at 3,525 lbs.
- Standard Quick attach on ML234 loader
 - Best-in-class loader lift height
 - Best-in-class loader lift capacity at 2,866 lbs.
 - Best-in-class loader breakout force at 4,978 lbs.
- Best-in-class BACKHOE performance – yes, that is correct, the 4025 4WD is the only 25 series model that you can put a backhoe on!
- Available with Ag or Industrial tires at no additional charge
- Easy on/off platform with rubber floor mats – standard!
- Adjustable suspension seat and arm rest
- Foldable ROPS – standard!
- Rear work light – standard!
- Tool box – standard!
- Industry's best 5 year powertrain warranty – standard!



NEW MODEL SPOTLIGHT

The Mahindra 10 series tractors are rugged and hard-working 4WD utility tractors that are value-packed with premium features at no additional cost. The new 4010 4WD Gear and 4010 4WD HST models continue this tradition of providing the best value in the industry, period. These easy to operate tractors offer a durable and compact design with best-in-class maneuverability and are perfect for mowing, tilling, digging, material handling, light construction, landscaping, grading and municipal jobs.



Each new Mahindra 4010 4WD HST and 4010 4WD Gear model is equipped with:

- A quiet Daedong engine
- An easy push button PTO (mid PTO standard on HST)
- Four link loader tilt with Skid Steer quick attach
- No tools loader removal and convenient loader control
- Easy on and off platform and tilt steering wheel
- Rubber floor mat - standard!
- Suspension seat, Skid Steer QA bucket, and ergonomic modern dash, switches and controls
- Available with factory or dealer installed backhoe
- 4010 series is available in Hydrostatic (HST) and Gear Transmission
- Industry's best 5 year powertrain warranty - standard!



VISIT US AT MAHINDRAUSA.COM

9020 JACKRABBIT RD., Suite 600 • Houston, Texas 77095
877-449-7771

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