



## Mahindra Reva's Response to the Youth Voices

### Questions:

#### **1. What you are doing to safeguard their future?**

Climate change is the biggest challenge our generation faces and to a large degree, the car challenge is the climate challenge. The primary drivers of climate change are manmade green house gases. The most destructive green house gas being Carbon Dioxide (CO<sub>2</sub>). The biggest cause of CO<sub>2</sub> emissions is the transportation sector.

Therefore Mahindra REVA's vision is to change the way we drive by creating zero emission vehicles. By doing this, we are attacking the single biggest cause of climate change.

Mahindra Reva shall embrace the commercial and ecological opportunity to upgrade the world's ground transportation by introducing ZERO EMISSION Electric Vehicles that are compelling in their attractiveness (lifestyle) and affordable (economical) in ownership to people around the world.

We will empower individuals, organizations, communities and countries to take responsibility for their carbon footprint by providing the opportunity to own or use 'BORN GREEN' products developed from consumer INSIGHTS, our IDEAS and TECHNOLOGIES.

We shall challenge existing paradigms with our CLEAN, CONVENIENT and CONNECTED urban transportation solutions which shall be CO-CREATED with local communities globally.

By doing all of the above, we hope to aid our customers in their quest for leading the world move towards a sustainable future.

#### **2. How you will ensure that they are actively involved in this critical issue?**

In everything that we do, Mahindra Reva challenges the conventional norm and sees how it can build a better future by looking for innovative methods to reduce its carbon footprint.

We also are working towards building strict measurements so that we can start helping communities and individuals to be accountable for their carbon footprint. We all need to realise that while the problem is a global one the solution is individual and requires every person to take responsibility for the carbon they are emitting.

We are also actively working with younger citizens of the world to involve them in this critical issue.

In Jan 2009, Reva sponsored a Climate Solutions Road Tour driving from Chennai – Delhi (driving over 3500km) to raise awareness around the issues of climate change and implement corrective programs. This entire initiative was organized and led by student volunteers.

Our belief is that we need to engage people into understanding climate change and how they can individually make a difference. We want to start young and help build an entire generation of responsible people who cognizant of the damage we are doing in the world and what we can do to address it.