

# PRODUCT NEWS

## Mahindra's New 2538 Compact Utility Tractor The Brawny, Brainy Stand-Out In the Under-40 HP Segment



Mahindra's new 2538 is the *Smart Choice* for a tractor in the under-40-hp range. The 38-hp Mahindra will *Push More, Pull More and Lift More* than the competition while offering a value-packed list of standard features you won't find on other brands.

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New Holland Workmaster 37  
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Those features include a tilt steering wheel, quick-detach loader, larger battery, mid PTO option, larger tires and greater hydraulic flow than you'll find on competing tractors from Kubota and John Deere. And ... the Mahindra 2538 costs less.

Equipped with a four-cylinder engine that puts out 38.7 hp at 2,400 rpm. with 166.7 cubic inches of displacement, the 2538 beats the John Deere 3038E and New Holland Workmaster 37 displacement by 74 percent and beats the Kubota L3901 and Kioti CK4010 by 50 percent. With its lower engine rpm and larger displacement, the Mahindra engine provides more torque, 81.8 foot-pounds, than any competitive unit.

"Besides offering the most power and torque, the engine on the Mahindra 2538 features Mahindra's exclusive mCRD technology, which eliminates the need for costly, high-maintenance diesel particulate filters (DPF). Mahindra owners don't have to worry about regeneration, high heat or after-treatments, and that sets this tractor apart from the competition," noted Mac Payne (pictured above), Mahindra USA's director of dealer and product development. "Not having to deal with the DPF saves the owner time, money and hassle."

The 2538 has an operating weight of 3,130 lbs., 40 percent more than the John Deere in its class and 14 percent more than Kubota. The 2538 comes with bigger tires than the competition, increasing the traction and stability—and therefore safety—delivering more value with Mahindra.

Mahindra also beats the competition on the three-point hitch and hydraulics. The 2538 offers 2,646 lbs. of lifting capacity, 32 percent more than the John Deere can lift and 28 percent more than the Kubota. The hydraulic flow of 12.7 GPM is half again as much as what the John Deere offers.

Along with its impressive specifications, the Mahindra 2538 comes with Mahindra's industry-leading warranty, which covers the powertrain for 5 years or 3,000 hours with no deductible. No matter the application you need a tractor for—mowing, loading, moving material—the Mahindra 2538 is a compellingly *Smart Choice*.

**Mahindra**  
Rise.