

NEWS FOR IMMEDIATE RELEASE

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Mahindra

MAHINDRA AUTOMOTIVE NORTH AMERICA

ROXOR SHOWCASES CUSTOMIZATION CAPABILITIES AT SEMA



- Concept ROXOR vehicles capture the West Coast Spirit with surf and sand fun
- ROXOR to show new ROXpower control center module accessory
- The incredible ROXOR work/play capabilities showcased with new finishes and accessories

AUBURN HILLS, Mich. (Nov 04, 2019) – Mahindra Automotive North America (MANA) is showcasing the endless customization possibilities for its ROXOR off-road vehicle at the 2019 SEMA Show. ROXOR makes a statement as the ultimate, do anything work/play off-roader vehicle by working expert engineering and design into coastal dreamin' concepts.

ROXOR offers the greatest customization possibilities from the factory of any off-road work/play vehicle. New concepts will be on display at two ROXOR displays – one inside and one outside – including The Marshal and the Coastal Cruiser dream concepts. The Marshal is a four-wheel-drive ROXOR with a twist on the yesteryear street rod taken to a variety of off-road terrains. The Coastal Cruiser ROXOR incorporates the finest woodworking with Detroit steel and a couple of pucks of surf wax.

Answering the strong commercial demand for ROXOR, also joining the dream concepts, will be a production ROXOR finished with our exclusive ROXliner material providing the most durable finish for the harshest trail or most demanding job site. Also a nod to the workforce, the ROXBOX option will be on display, providing a strong cargo area for hauling gear and tools.

The ROXOR capabilities expansion will be on display outside with the new RBT 2000 trailer and new ROXpower module. The RBT 2000 uses a ROXOR bed, made from the durable ROXOR body, bolted to a tow axle for expanded capacity. The ROXpower is a new plug-n-play power supply module that cleanly installs under the dash and can provide power to dozens of additional accessories. Joining The Marshal at the indoor display (**booth 37005**) will be the Mossy Oak™ Gamekeeper ROXOR outfitted for the stealthiest outdoorsman.

And showing what the ROXOR does on harsh trails will be NORRA Mexican 1000 racer Ned Bacon and the race-prepped and race-conquered Baja ROXOR – owned and customized by Bacon himself. Bacon and navigator Brian Lutz will be in the ROXOR outdoor display (**booth 61040**) talking to guests about their adventures and the performance customizations of this Baja ROXOR racer.

“As ROXOR readies for the new model year 2020, the company is launching new model changes to the ROXOR that will appeal to the diverse customer base,” said Vice President of Marketing for Mahindra Automotive North America, Rich Ansell. “SEMA is the perfect venue to show the endless possibilities the ROXOR offers to both the off-road enthusiasts and the job-site focused work-force. We are charging into 2020 with momentum and more fresh ideas. Keep an eye on ROXOR.”

For model year 2020, dealers and customers can expect to see new optional features and accessories, an all-new grille design, and four new standard color options with over 450 custom color options available.

For more information on ROXOR, visit www.roxoroffroad.com and follow ROXOR on social media via www.facebook.com/roxoroffroad and @roxoroffroad on Twitter and Instagram.

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ABOUT MANA AND MVSS

Mahindra Automotive North America (MANA) is Mahindra’s North American automotive headquarters. In addition to leading all North American activity, MANA is a comprehensive automotive design, engineering and vehicle development center. Established in 2013 and located in Auburn Hills, Michigan, MANA’s team of veteran executives, engineers and designers, working with affiliate Mahindra automotive teams in India, Korea and Italy, is playing a key role in growing Mahindra’s global automotive business. Mahindra Vehicle Sales and Service (MVSS) is MANA’s exclusive distributor in the Powersports industry located in Fletcher, North Carolina. www.mahindraautomotivena.com

ABOUT ROXOR

ROXOR is an off-road vehicle conceived, designed and engineered by Mahindra Automotive North America. The vehicle is produced in Auburn Hills in the first new OEM manufacturing operation to open in Southeast Michigan in more than 25 years. A rugged, no-nonsense side-by-side, ROXOR is a tribute to Mahindra’s long history of assembling iconic military-grade vehicles beginning in 1947; it features a steel body on a boxed-steel frame, a heavy-duty Mahindra turbo-diesel 4-cylinder engine, and a truck-style transmission. The American-assembled ROXOR enters the off-road world with 70-years of proven capabilities based on its authenticity, simplicity and strength.

ABOUT MAHINDRA

The Mahindra Group is a \$20.7 billion (USD) federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world’s largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defense and two-wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries. Learn more at www.mahindra.com.