

NEWS FOR IMMEDIATE RELEASE

MEDIA CONTACT: Kevin Kersey
Media Relations and Agricultural Projects, ROXOR
roxormedia@roxoroffroad.com
(407) 791 - 8653

For high-resolution images, please contact Kevin Kersey.



NEW, INDUSTRY-LEADING ROXOR LEASE PROGRAM EASIER TO GET OFF-ROAD

AUBURN HILLS, Mich. (March 30, 2020) – It is now easier to get off-road with Mahindra Automotive North America's ROXOR lease program. The industry-leading ROXOR lease program provides an easy, hassle-free way to enjoy the toughest, most capable, work/play side-by-side on the market.

“The opportunity to lease a new ROXOR allows work/play off-roaders to get behind the wheel of a new ROXOR at a more affordable monthly payment; as low as under \$190/month,” said Justin Prann, Vice President of Sales and Service. “Value is at the forefront of any vehicle purchase during these times and the lease program provides an alternative for consumers who are on the fence with regard to purchasing a ROXOR for their agricultural operation or as a recreational vehicle.”

A ROXOR has undeniable heritage of conquering the most difficult challenges the world could throw at it and the lease program makes the ROXOR a more accessible work/play vehicle today. Hand assembled in the USA with a steel body, boxed steel frame and Mahindra 2.5L 4-cylinder Turbo Diesel engine; the ROXOR is ready for any terrain. The heavy-duty truck-like, belt-less transmission of a ROXOR will get through the toughest of off-road situations.

Just as our customers are committed to the outdoors for a recreational or work/play vehicle, ROXOR is committed to our customers by providing the affordable option to upgrade to a new model year every three years under the lease program.

The fast, paperless process and soft credit pull – administered by MotoLease - allows for customers to receive an instant decision.

With lease payments under \$190 USD per month, a work/play vehicle never became more affordable. For more complete details and to apply for the ROXOR lease program, please visit: <https://www.roxoroffroad.com/lease>. Available in the US only.

The lease program is only available at participating dealers. To locate a dealer near you, visit: <https://app.roxoroffroad.com/dealer-locator>.

For Hi-Res images, visit: [ROXOR Lease Program Images](#).

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

###

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. Learn more at www.roxoroffroad.com.

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.