2020 ROXOR CONTINUES TO EVOLVE AS THE IDEAL ONE-OF-A-KIND WORK/PLAY VEHICLE

AUBURN HILLS, Mich. (January 14, 2020) – Mahindra Automotive North America continues the evolution of the ROXOR with the release of the 2020 model. The ROXOR evolves with the introduction of new styling, new gearing, and a flood of new accessories in 2020; proving that the ROXOR is fast becoming the ultimate in tough work/play off-road vehicles ready to take on any and all challengers.

The 2020 ROXOR will continue to move people in ways and in places unique to any off-road vehicle and will do it with a new head-on look. The new ROXOR receives fresh styling in the grille/lighting area to offer a more pronounced and efficient lighting design. The drivability is also improved with smoother, effortless shifting with new gearing. A 5:38 axle gear ratio allows the ROXOR to climb hills effortlessly and livens up the powertrain, enhancing power responsiveness.

“The ROXOR future continues to gain strength and momentum in 2020,” said Richard Ansell, Mahindra Automotive North America Vice President of Marketing. “The new ROXOR line includes new design elements and performance enhancements and we will be introducing new accessories every month. We are beginning to shift more focus to the fleet, work, and ranch/agricultural opportunities as the ROXOR is strong, tough, and vastly outperforms light-duty SxSs when it comes to getting real work done on a daily basis.”

The ROXOR is developed and engineered in the United States based on the same rugged platform Mahindra has been using in India for decades.

For model year 2020, ROXOR has released several new optional features and accessories; such as an industry first factory-installed lift kit, an all-new grille design, and three new standard color options. With the release of the new online configurator, the consumer can now completely customize their own ROXOR on our website for immediate pricing and share their build with a local dealer. With over 450 color options the ROXOR is the world’s most customizable vehicle from the factory.

The ROXOR continues to provide a reliable, economical, and long-lasting 4-cylinder turbo diesel engine and 4WD to help get you where you need to go. The sturdy boxed steel frame and the rock-solid reliable drivetrain with truck-inspired 5-speed manual transmission or optional 6-speed automatic transmission is ready to bypass well-trodden paved roads with modern innovation and extreme customization capabilities to take on almost anything a rugged stretch of terrain throws at it.

Mahindra Automotive North America is committed to growing the unique design and engineering attributes that make the ROXOR the toughest, strongest and truly authentic off-road only work/play vehicle in the United States. ROXOR continues to gain momentum in commercial segments and is fast proving to be a top choice among fleet needs with its rugged, low maintenance and strong durability attributes that make it a true utilitarian work vehicle.
A perfect blend of old school simplicity and current technology, when you purchase a ROXOR, you are investing in an industrial strength utility vehicle. Prepare yourself for the fun of accessorizing and customizing to match your adventure while utilizing the online configurator. This simple platform has proven itself worthy and comes with an industry-leading limited warranty of two years or 12,000 miles. Starting at MSRP $16,599. Fleet programs are available.

For more information on the new ROXOR, visit www.roxoroffroad.com and follow ROXOR on social media via 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. 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.