

Mahindra

MAHINDRA VEHICLE SALES
AND SERVICE, INC.



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Mahindra Signs 215 Dealers in Four Months

- **Mahindra building new Powersports dealer network to support ROXOR off-highway vehicle**
- **Over 200 dealers signed up in the first four months of recruitment**
- **Mahindra will reveal ROXOR on March 2 at their Auburn Hills assembly facility**

Auburn Hills, Mich., February 19, 2018— Mahindra Vehicle Sales and Service, Inc. has signed 215 dealers in less than four months. Mahindra is building a new powersports dealer network to distribute its new ROXOR off-highway vehicle – to be revealed publicly on March 2nd at their assembly plant in Auburn Hills, Michigan. “The tremendous response we’re getting from our dealers is proof that we’re bringing a product to market that will create a whole new sub-category in the SXS segment,” said Rick Haas, President and CEO, Mahindra Automotive North America.

Mahindra began hiring its sales staff late in Q3, 2017 and now has a team of 17 with an average of 20+ years’ experience. Initial dealer recruitment began in October 2017. “We knew we had a game-changing product, and we’ve put together a competitive dealer agreement, but the positive response and signups we’re getting has far exceeded our expectation, said Luc De Gaspe Beaubien, VP of Sales and Service, Mahindra Vehicles Sales and Service, Inc. “And these are all topline dealers, not “C” dealers willing to take on anything,” added de Gaspe Beaubien.

Don Musick, Founder/CEO of Genesys Technology Solutions, and a well-respected powersports industry analyst with over 25 years industry experience confirmed that “In the 15 years that we have been monitoring powersports dealer networks, no other OEM has achieved this level of net dealer signups annually, let alone in 4 months. Their plan has gained a lot of traction very quickly.”

“Mahindra’s dealer agreement is designed as a pull-system model that includes competitive dealer margins, a true order-to-delivery system, and a solid dealer support infrastructure – all in place now,” de Gaspé Beaubien stated. “When our product hits the market next month, our dealers will be poised to earn significant profits.”

The new product, unlike anything on the market today, will be fully assembled and supported at a new 150,000 square foot facility in Auburn Hills, MI, just north of Detroit, and is backed by a solid, well-established organization. Mahindra has been building vehicles for over 70 years including tractors, automobiles, trucks, military vehicles, airplanes, motorcycles and more.

Mahindra will reveal ROXOR on March 2 at their Auburn Hills, MI assembly plant and will officially launch the product at a National Dealer Meeting scheduled for March 18 – 20 in San Antonio, TX., where dealers will be presented future product plans and consumer marketing programs.

Dealers interested in meeting with a district sales manager and hearing more about this new product are encouraged to contact the Mahindra Motor Vehicle Sales and Service, Inc. office based in Asheville, NC at 844-423-7677.

ROXOR was designed and engineered and will be assembled in Auburn Hills, MI by Mahindra Automotive North America (MANA)—the newly established NA Automotive headquarters of the \$19B Mahindra Group. MANA’s new HQ is the central component of the 400,000 sq. ft. (spanning 3 facilities) footprint Mahindra now has in Metro Detroit, and is the first OEM manufacturing/assembly facility to open operations in Southeast Michigan in over 25 years.
www.ROXORoffroad.com

MANA has, to date, created 300 new jobs and invested over \$230 million into Southeast Michigan. As both ROXOR production and other programs ramp up, Mahindra anticipates creating an additional 400 jobs and investing another \$600 million in the local economy by 2020.

www.MahindraAutomotiveNA.com

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