

# Mahindra

## MAHINDRA AUTOMOTIVE NORTH AMERICA

### MAHINDRA MAKES DEBUT AT NORTH AMERICAN INTERNATIONAL AUTO SHOW

AUBURN HILLS, Mich., January 7, 2019 — Mahindra Automotive North America (MANA), which recently opened the first manufacturing facility in Metro Detroit in 25 years, announced today it will participate with a main floor display in the 30th Anniversary of the North American International Auto Show (NAIAS), held January 14-27, 2019, at Cobo Center in Detroit.

NAIAS features the world's automotive and mobility leaders, showcasing the latest vehicles, products and technology. Mahindra's 2019 debut at the show includes a main floor display that will highlight the company's new Michigan manufacturing facility and its automotive products, including the ROXOR off-road vehicle.

"We are very excited to be a part of the North American International Auto Show," Rick Haas, President & CEO, Mahindra Automotive North America, said. "This event showcases the influence that Detroit and Michigan have on the global transportation industry today -- particularly relevant as the world transitions to a new mobility model, and as the Detroit area automotive 'machine' gears up to drive these changes. With Mahindra now a part of the Detroit area automotive landscape, the NAIAS gives us an opportunity to highlight our Michigan-based team and our new manufacturing operation. Today, just over 5 years since the opening of our first Detroit office, this team is fully engaged in the business of envisioning, engineering and producing innovative transportation products for U.S. as well as global markets - helping Mahindra become 'the' brand of choice for mobility in the future."

Mahindra will exhibit in the center of the main floor at NAIAS with a display of its newest vehicles with a special focus on those that are engineered and built in Michigan by their team of 425 employees. While providing visitors an excellent opportunity to get up-close with Mahindra's ROXOR off-road vehicle, the NAIAS also serves as a platform on which to detail how Mahindra's talented Michigan-based team is making a global impact.

#### A FOCUS ON MICHIGAN

Mahindra will debut two new ROXOR demo vehicles at the show. One will be an interactive vehicle featuring an augmented reality station that will allow customers to visualize some of the hundreds of custom colors and wraps the vehicle can be ordered with. The company will also display a work-oriented demo with unique features and capabilities targeted to users who need a rugged and durable vehicle for tough jobs. The ROXOR offers a heavy-duty Mahindra turbo-diesel 4-cylinder engine, four-wheel drive, a boxed steel frame, and an automobile style 5-speed manual transmission in a straightforward and rugged design, creating a whole new category in the fast-growing side X side segment.

## **SHOWCASING ENGINEERING CAPABILITIES**

The display will also feature the brand-new Mahindra Marazzo, an innovative euro-style people mover, engineered from the ground up on a patented architecture by the Mahindra team at their Auburn Hills Headquarters. The vehicle, which was designed for global markets, was recently launched in India to glowing reviews.

Mahindra will also be displaying its zero emission GenZe e-scooter and e-bike engineered and assembled in Ann Arbor, Michigan.

## **MEDIA AVAILABILITIES**

Mahindra Automotive invites journalists to individual meetings with company leadership, including Rick Haas, President & CEO Mahindra North America. Interviews are being scheduled for the afternoon of Tuesday, Jan. 15 and for the morning of Wednesday, Jan. 16, 2019 and by appointment.

- ▶ **To make an appointment at NAIAS journalists are asked to contact Melissa Bunker at 586.219.0094 or [mbunker@campbellmarketing.com](mailto:mbunker@campbellmarketing.com).**

*Description: 1 of 384 custom colors. Photo credit: Gavin Smith*

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## **ABOUT MAHINDRA AUTOMOTIVE NORTH AMERICA**

Mahindra Automotive North America (MANA) is the North American headquarters of the \$20.7 billion MahindraGroup's automotive division. Established in 2013, MANA now employs over 400 people, and became the first automotive OEM to launch a manufacturing operation in SE Michigan in over 25 years when it began producing the ROXOR off-road vehicle earlier this year in Auburn Hills, MI. Working with affiliate Mahindra teams in India, Italy and Korea, MANA also continues to fulfill its mission as a center of automotive engineering excellence, which includes automotive design, engineering and vehicle development, and is led by a team of veteran industry executives, engineers and designers.

For more information, visit [www.mahindraautomotivena.com](http://www.mahindraautomotivena.com) and [www.roxoroffroad.com](http://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 240,000 people across 100 countries. Learn more at [mahindra.com](http://mahindra.com).