

Mahindra Automotive North America
275 Rex Blvd.
Auburn Hills, MI 48326
Phone: (248) 268-6600

Mahindra

MAHINDRA AUTOMOTIVE NORTH AMERICA

NEWS FOR IMMEDIATE RELEASE

Media Contact: Richard Ansell
Ansell.Richard@mahindra.com
(313) 268-4530

Mahindra Automotive North America Obtains ISO 9001:2015 Certification

AUBURN HILLS, Mich., September 19, 2018 – After opening a new North American HQ and manufacturing operation in November 2017 and unveiling the ROXOR in March 2018, Mahindra Automotive North America (MANA) demonstrated their quality management and assurance by obtaining ISO 9001:2015 certification on September 11, 2018.

The International Organization for Standardization (ISO) 9001:2015 concentrates on quality management systems and performance requirements for a company. An organization must have a certified quality management system in place, along with having processes prepared to have repeatable quality results and standards. ISO certification and compliance can provide a corporation with credibility and authority in manufacturing.

“One defining trait of every organization is a true culture of quality. Providing the right level of guidance is key,” says Steve Bannasch, Chief Engineer for MANA. “Too much stifles creativity and discretionary action, while too little leaves employees unclear about their authority to make decisions and carry them out.”

MANA began their internal preparation for certification of their new manufacturing facility, MANA Manufacturing (MANAM) in July of 2017. To achieve certification faster, laser focus was placed on building quality into the development of the ROXOR manufacturing processes. In January 2018, MANA’s quality team ramped up efforts and moved forward with implementation.

“Our philosophy for implementing ISO was to keep it high-level and not over complicate things. We focused on the critical required components: documented processes, standardized templates, document and record control, and management of nonconforming parts,” says Denise Vallis, ISO Implementation Project Manager for MANA. “ISO certification was a positive experience and those involved agreed that the way it was rolled out was beneficial to implementation team members and MANAM as a whole.”

In August of 2018, Perry Johnson Registrars, Inc. performed the audit. They then notified MANAM of their achievement of the ISO 9001:2015 standard on September 11, 2018. MANA has created a Quality Department to continue to evolve and develop the culture of quality inside Mahindra. On September 19, 2018, MANA employees gathered outside to commemorate the accomplishment with the raising of an ISO flag.

###

About Mahindra Automotive North America

Mahindra Automotive North America (MANA) is the North American headquarters of the \$20B Mahindra Group'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 and www.roxoroffroad.com

Photo 1:



On September 19, 2018, MANA employees gathered outside to commemorate the accomplishment with the raising of an ISO flag.