

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.



JESSE HAINES WINS AT KING OF THE HAMMERS WITH HIS ROXOR

AUBURN HILLS, Mich. (February 6, 2020) – Off-road racer and fabricator Jesse Haines defied the odds by winning the 4600 class at the 2020 King of the Hammers’ Every Man Challenge in his Mahindra ROXOR. King of the Hammers is a unique event that combines elements of desert racing with rock crawling. The punishing 143-mile course consisted of high-speed lake beds, rollercoaster-like roads, and some of the hardest rock crawling canyons in the world. “We had very few issues, we got out of the car a couple of times but nothing major,” Haines shared at the finish line. “I was excited just to finish the race, to win the class with my ROXOR is more than I could have ever hoped for.”

Attrition is extremely common, even with purpose-built race cars designed for these two opposite ends of the spectrum. This year, only 38 of the 122 vehicles that took the green flag would reach the finish line. Haines started 110th in the field, but was able to move up and finish 19th overall and first in class. “The first lap in the desert we knew that we were outgunned by more powerful vehicles with coil suspension,” Haines confessed. “But the ROXOR just never stopped chugging along.” At one point halfway through the race, Haines rolled onto his side in a rocky canyon in an attempt to pass the class leader. He and co-driver Justin Sexton were able to right the vehicle and continue on, leading the 4600 class for the remainder of the race.

Ned and Kat Bacon’s race, rally, prepped ROXOR competed in the NORRA Mexican 1000 and the rugged SENORA Rally with zero mechanical problems; never having to unroll the tool bag. On the Rubicon Trail, ROXOR also had a tool-free genuine rock crawling, multiday adventure. Competing and completing the tough terrains of King of the Hammers, NORRA Mexican 1000 and SENORA Rally maintains the true durability and utility of ROXOR.

King of the Hammers is not always about speed. The ROXOR stands true by proving to be a rugged, durable, long-lasting off-road vehicle all the way to the finish line. Starting with the boxed-steel frame, a heavy-duty Mahindra 2.5 liter turbo-diesel 4-cylinder engine and a truck-style transmission gave Haines the reliability he needed on race day.

The 4600 class has the most restrictive rules at King of the Hammers, requiring the factory engine, stock frame, full body, single shock, and 35-inch tall DOT-approved tires. Haines’ ROXOR benefits from custom axles and added safety equipment, but otherwise is largely stock to comply with the class rules. “The ROXOR’s turbodiesel engine was a real advantage today,” Haines revealed. “The torque is such a benefit in the rocks, and our fuel economy allowed us to pass several other teams that had to make pit stops and add fuel.” With over 70-years of proven capabilities, Mahindra prides ourselves on the ROXOR’s simplicity and durability under the most demanding of conditions.

For HiRes images, visit: [ROXOR King of the Hammers Images](#)



For more information on ROXOR, visit www.roxoroffroad.com and follow ROXOR on social media via facebook.com/roxoroffroad and [@roxoroffroad](https://twitter.com/roxoroffroad) on Twitter and Instagram.

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ABOUT MANA AND MVSS

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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.