



**For Immediate Release**

**Contact:**  
**Rich Ansell**  
313-268-4530  
ansell.richard@mahindra.com

**MAHINDRA PARTNERS WITH DETROIT TIGERS  
TO LAUNCH MOBILE SOUVENIR EXPERIENCE**

AUBURN HILLS, Mich., August 22, 2018 – Mahindra Automotive North America (MANA) announced today a new partnership with the Detroit Tigers where fans will get a chance to grab Tigers merchandise in a whole new way. Starting Wednesday, August 22, the ROXOR Launcher, a custom mobile souvenir super launcher, will be making the rounds at home games at Comerica Park.

The Launcher is a Mahindra ROXOR off road vehicle equipped with a rotating turret that launches t-shirts and balls into the stands while circling the ballpark during home games (weather permitting). The souvenir distribution is new to Comerica Park and designed for maximum fun with fan safety in mind.

“We’re very excited about this partnership,” said Rick Haas, Mahindra Automotive North America President and CEO. “The majority of our 400 plus employees are native Detroiters and grew up going to Tiger games. To see the ROXOR, that everyone has worked so hard on, circling the field at Comerica Park will be a big source of pride for all of us.”

“We believe fans at Comerica Park are going to enjoy the new super launcher,” said Steve Harms, Detroit Tigers Vice President of Corporate Partnerships. “What’s really cool about the custom-designed and made-in-Michigan vehicle is the launcher has the power to send souvenirs into the upper deck. It’s an exciting fan enhancement to our in-game presentation.”

ROXOR was conceived, designed, engineered and is being produced in Metro Detroit by Mahindra Automotive North America. The ROXOR debuted in March at Mahindra's Auburn Hills plant - the first OEM manufacturing/assembly facility to open operations in Southeast Michigan in over 25 years.

ROXOR offers a simple, hard worn approach, featuring a steel body on a boxed steel frame, a heavy-duty Mahindra turbo-diesel 4-cylinder engine, and an automotive style 5-speed manual transmission. ROXOR is specifically designed for off-road use only and is representative of products built by Mahindra dating back to 1947. ROXOR enters the off-road world with a 70-year-proven value proposition based on its toughness, simplicity and strength.

### **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/assembly 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), [www.roxoroffroad.com](http://www.roxoroffroad.com), [www.mahindra.com](http://www.mahindra.com),

### **About The Detroit Tigers**

The Detroit Tigers, Inc., a charter member of the American League in 1901, have won four World Series and 11 American League pennants. An Ilitch organization, the Tigers play their home games at Comerica Park located within The District Detroit, one of the largest sports and entertainment developments in the country. Other Ilitch companies include: Little Caesars Pizza, Blue Line Foodservice Distribution, the Detroit Red Wings, Olympia Development of Michigan, Little Caesars Pizza Kit Fundraising Program, Ilitch Holdings, Inc., MotorCity Casino Hotel and Champion Foods. For more information, visit [Tigers.com](http://Tigers.com), [DistrictDetroit.com](http://DistrictDetroit.com) and [IlitchCompanies.com](http://IlitchCompanies.com).

# # #