

FOR IMMEDIATE RELEASE: November 6, 2017

Contact: Eric Anderson ANDERSON.ERIC@mahindra.com

MAHINDRA AUTOMOTIVE NORTH AMERICA KICKS OFF DEALER RECRUITMENT EFFORT

Company focuses on powersports retailers to carry new off-road vehicle

Auburn Hills, Michigan – Mahindra Automotive North America, with operations based in Auburn Hills, Michigan, announced today the broad-reaching efforts of a dealer recruitment campaign designed to attract powersports dealers across the U.S. and ultimately, around the globe. A new off-road vehicle launch is planned for March 2018.

“Our selling proposition is unique to the industry,” stated Mr. Luc de Gaspe Beaubien, Vice-President Sales & Service for the company. “We are offering larger dealer margins, true order-to-delivery systems, and a solid dealer support infrastructure – all in place now,” de Gaspe Beaubien stated. “When our product hits the market, dealers who sign up now will be well poised to earn significant profits.”

The new product, unlike anything on the market today, will be fully assembled and supported at the new 150,000 square foot facility in Auburn Hills 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.

“The \$19 billion company, in the midst of a plan to invest a \$1 billion in the U.S. is investing heavily in the State of Michigan including the support for this new powersports product and launch effort,” added de Gaspe Beaubien. “We’ve already reached 10% of our signing goal for new dealers simply due to the attractive program and solid business plan we offer.”

The company is planning an official Open House this month with political and business dignitaries in attendance, as well as a dealer meeting in March 2018 where the official product will be introduced. At the dealer meeting, being hosted in San Antonio, Texas, all 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.

###

ABOUT MANA AND MVSS

Mahindra Automotive North America (MANA) is Mahindra’s North American automotive headquarters. In addition to leading all North American activity, MANA is a comprehensive automotive design, engineering and vehicle development center. Established in 2013 and located in Auburn Hills, Michigan, MANA’s team of veteran executives, engineers and designers, working with affiliate Mahindra automotive teams in India, Korea and Italy, is playing a key role in growing Mahindra’s global automotive business. Mahindra Vehicle Sales and Service (MVSS) is MANA’s exclusive distributor in the powersports industry and is in Fletcher, North Carolina. Visit: www.mahindranatc.com



Mahindra Vehicle Sales and Service Inc.
37 Old Brickyard Road
Fletcher, NC 28732

ABOUT MAHINDRA

The Mahindra Group is a \$19 billion federation of companies that delivers innovative mobility solutions through driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It is considered a global leader in utility vehicles, information technology and financial services and is the world's largest tractor company, by volume. Mahindra is dedicated to providing high quality vehicles to the U.S. and has invested hundreds of millions of dollars to this effort. In the U.S., Mahindra has committed more than \$1.5B in investments to-date and it continues to hire American workers while expanding in both urban and rural areas. 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. Mahindra employs over 200,000 people across 100 countries.

Photo: Mahindra Automotive North America's new offices and production facility in Auburn Hills, Michigan



Logo:

Mahindra
MAHINDRA AUTOMOTIVE
NORTH AMERICA



Mahindra
Rise.