

## ROXOR AUTOMATICALLY MAKES WORK/PLAY LIFE EASIER



ROXOR Adaptive Automatic Transmission

- New ROXOR A/T with six-speed adaptive automatic transmission
- First ROXOR with automatic transmission making multi-tasking easier on the trail.
- Introducing optional second row seating allowing the family or crew to join the ride.

**Auburn Hills, Michigan, June 12, 2019** – Mahindra Automotive North America, launches its new ROXOR A/T off-road work/play vehicle. The ROXOR A/T connects the best of outdoor adventures past to new summer memories for the whole family with a fully automatic transmission model. The work and agricultural owners will appreciate the ease of use during stop and go tasks. The ROXOR brings 70 years of off-road adventure and work heritage to the summer with a new automatic transmission. Enjoy the nostalgia of making summer memories with your family and getting the job done on the trails, fields, and lands of America with the newest version of the original off-road adventure/work vehicle.

“We’ve listened to our customers and dealers and are giving them what they want in a new ROXOR that makes work life easier and now allows more people to enjoy ROXOR adventures,” stated Richard Ansell, Vice President of Marketing. “The automatic transmission is a natural extension to our ROXOR line up and will broaden the work and recreational capabilities of off-roading activity. The optional rear seat doubles the number of people who can experience outdoor fun and is another way to customize your ROXOR to make it your own.”

With hundreds of hours of collaboration, engineering, and testing, the ROXOR A/T is now available. Based on user input the new automatic transmission is calibrated for industrial and off-road capabilities. The precisely tuned transmission electronic control module (TECM) provides effortless drivability and torque demand for whatever conditions operated in. The adaptive control learns the users driving pattern delivering consistent performance

regardless of operating conditions. The 6-speed hydraulic-actuated transmission has been integrated seamlessly into the ROXOR A/T for off-road, maintenance-free service and performance.

The ROXOR is simple fun. It's tough steel body and strong, box steel frame ensures it will last for generations. The new rear seat option doubles rider capacity and adds to the full customization capability of ROXOR. The new ROXOR A/T makes it easier to multi-task for those sipping a latte watching a secluded sunrise or for the rancher racing the sunset while navigating a back 40 with multiple gates. The ROXOR is an off-road vehicle with years of heritage and equipped with modern technology, including a stout 2.5-liter turbo diesel engine that can run on Ag fuel.

The ROXOR A/T starts at \$18,999 MSRP (USD). Additionally, a ROXOR A/T limited package will be offered at \$19,599 available in three color options and includes a custom hood wrap, ROPS (Roll Over Protection System), and black matte grill for a distinctive and functional style.

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#### **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 located in Fletcher, North Carolina. [www.mahindranatc.com](http://www.mahindranatc.com)

#### **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.

For more information on the new ROXOR Off-Road models, visit [www.roxoroffroad.com](http://www.roxoroffroad.com) and follow ROXOR on social media via [facebook.com/roxoroffroad](https://www.facebook.com/roxoroffroad) and @roxoroffroad on Twitter and [Instagram](https://www.instagram.com/roxoroffroad).

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