



RECREATIONAL
OFF-HIGHWAY
VEHICLE
ASSOCIATION

Recreational Off-Highway Vehicle Association
Media Relations
949-255-2560, Ext. 3132

Mahindra Vehicle Sales and Service Joins ROHVA

IRVINE, Calif., Dec 06, 2017 — Mahindra Vehicle Sales and Service, Inc., has joined the Recreational Off-Highway Vehicle Association as its newest member, and will work with ROHVA on a wide range of activities benefiting the ROV community.



Mahindra

ROVs, sometimes referred to as side-by-sides or UTVs, are motorized off-highway vehicles. Their performance and durability make them ideal for many outdoor recreational activities, as well as many work applications.

“We are quite proud to be a premier manufacturer associated with ROHVA,” said Luc de Gaspe Beaubien, vice president, sales and service for Mahindra’s new ROXOR brand. “Our effort to establish a U.S. footprint with our new off-road product fits perfectly with the mission of ROHVA. We look forward to working together in building a bigger, better off-roading community with industry-supported initiatives.”

-more-

MAHINDRA VEHICLE SALES AND SERVICE JOINS ROHVA – Page 2

ROXOR ROVs will be offered for sale in the U.S. by [Mahindra Vehicle Sales and Service, Inc.](#) Based in Fletcher, N.C., MVSS is the exclusive distributor of powersports vehicles for [Mahindra Automotive North America](#). MANA's headquarters and factory complex is located in Auburn Hills, Mich., and employs approximately 250 staff members. As a ROHVA associate member, MVSS intends to be regularly engaged in wholesale ROV distribution in North America within one year.

“We are excited to have another member join our mission of preserving, protecting and promoting the fast-growing world of ROVs,” said ROHVA President Erik Pritchard. “There’s much work to be done on safety training, land access, and government affairs, among other matters. Mahindra’s support is welcomed.”

The Recreational Off-Highway Vehicle Association is a national industry organization that promotes the safe and responsible use of ROVs. ROHVA is accredited by the American National Standards Institute to develop equipment, configuration, and performance standards. Based in Irvine, Calif., the not-for-profit association is sponsored by BRP, Honda, Kawasaki, Mahindra, Polaris, Textron Off Road, Yamaha, and Yanmar. For more information, visit rohva.org.

[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 located in Fletcher, North Carolina.