



MAHINDRA'S ROXOR OFF-ROADER JOINS FORCES WITH RENOWNED HUNTER TED NUGENT

- Nugent's hard-driving brand of rock and roll and his Michigan roots line up well with ROXOR.

Auburn Hills, MI – Mar 11, 2019 – The ROXOR brand of off-road products, recently launched by Mahindra Automotive North America (MANA), has entered into a licensing agreement with Ted Nugent, Detroit's own music legend and lifelong outdoorsman.

The new Ted Nugent ROXOR is designed for the hardcore outdoorsman. Its boxed-steel frame, turbo-diesel engine and truck-style transmission create a new sub-segment in the side-by-side market. The special edition vehicle adds a unique custom graphics package including Ted Nugent Edition exterior and instrument panel graphics, a certificate of authenticity hand-signed by Nugent, heavy-duty bumper with a Warn winch, D-ring mounts, hard top, windshield and heavy-duty Kolpin Rhino grips to keep your equipment secure. There is also an available sound bar with guitar plug.

"This all came about when Ted learned about ROXOR and drove the product at his local powersports dealer while getting his old SxS repaired. Ted wanted to get involved with the product right away. He got two ROXORs for his properties in Michigan and Texas, put them to work as only he can, and this partnership was born," stated Rich Ansell, Vice President of Marketing for Mahindra Automotive North America. "His love for hunting and the outdoors fits perfectly with what this product is about. He's a no excuses guy and ROXOR is a no excuses vehicle," Ansell added.

Nugent is well known for his work in the community as well as his music and outdoor pursuits. He works tirelessly to preserve the outdoors for future generations and helps introduce young "sporters" to the environment. Ted regularly hosts hunts for sick and terminally ill children via "Hunt of a Lifetime", "Hunt for a Cure" and his very own "Kamp for Kids" programs. He proudly serves as Ambassador for Exodus Place, advancing the goal of "zero veteran homelessness." The Nugents also work with "Operation Finally Home" to provide quality, mortgage-free housing for our wounded and disabled vets.

Ted currently hosts the award-winning *Ted Nugent Spirit of the Wild* television show, where ROXOR will be a key participant.

“It was love at first sight,” said Nugent about the ROXOR. “This is a no BS off-roader. It looks hardcore and it is hardcore – it takes anything I can throw at it and comes back for more.” Nugent added, “Mahindra is a good company... and the fact that they’re making these vehicles and creating jobs for hardworking Americans right here in my home state of Michigan... well that says all you need to know.”

Nine hundred numbered Ted Nugent ROXORs are available while supplies last at all authorized ROXOR dealers across North America.

ROXOR starts at \$15,999. You can find more information at www.roxoroffroad.com.

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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 (Mahindra introduced the legendary Willy’s vehicles to Asia 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 a 70-year-proven value proposition based on its authenticity, simplicity and strength. For more information, visit: www.roxoroffroad.com

About Mahindra Automotive North America

Mahindra Automotive North America (MANA) is the North American headquarters of the \$20.7B Mahindra Group’s automotive division. Established in 2013, MANA now employs over 430 people, and in 2018 became the first automotive OEM to launch a manufacturing operation in southeast Michigan in over 25 years when it began producing the ROXOR off-road vehicle 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 and/or www.roxoroffroad.com

Photo 1:



Pictured: Ted Nugent with the Ted Nugent ROXOR in full-body brown zebra camo wrap. The Special Limited Edition Numbered Units come in half and full-body wraps in black, white, tan and brown, featuring the full *Spirit of the Wild* logo, recognizing Nugent's award-winning TV show.

Photo 2:



Pictured: The Ted Nugent ROXOR in half-body white zebra camo wrap, also available in black, white, tan and brown.