# Mahindra Aids Hurricane Dorian Relief Effort By Donating 5 Roxor Off-Road Vehicles To Sandals Foundation

*Auto*

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**AUBURN HILLS, Mich. (Sept. 19, 2019)** — In the wake of Hurricane Dorian, which devastated large portions of the Bahamian Island chain earlier this month, Mahindra Automotive North America has donated five heavy-duty ROXOR off-road vehicles to aid the islands in recovery, clean-up, and re-building.

The vehicles were delivered by way of the Miami-based Tropicars to the Sandals Foundation in Jamaica—a non-profit organization that, for the past decade, has been dedicated to uplifting and empowering Caribbean communities. Already well-established and philanthropically embedded in the region, the Sandals Foundation proved a clear choice to ensure the donated vehicles were deployed efficiently and effectively for those in need.

The five ROXOR vehicles donated by Mahindra are specially outfitted to manage the difficult conditions on the ground. All five vehicles delivered are fitted with hard-tops and ultra-durable Kenda tires that will help the vehicles

navigate through high-debris areas. Additionally, these ROXORs are equipped with key accessories like winches, pintle hitches and light bars to ensure the vehicles can handle all kinds of heavy-duty chores.

Rick Haas, Mahindra Automotive North America CEO, said: "This is what Mahindra's RISE philosophy means: seeing a community in trouble and providing help. We feel our vehicles are especially suited for this kind of dangerous, rugged environment and I can't think of a better way to put them into service than by helping the Bahamian people through what has been a truly horrific tragedy."

**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, nononsense 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. Learn more at www.roxoroffroad.com.

**ABOUT MAHINDRA AUTOMOTIVE NORTH AMERICA**

Mahindra Automotive North America (MANA) is the North American headquarters of the 20.7B (USD) Mahindra Group's automotive division. MANA became the first automotive OEM to launch a manufacturing operation in SE Michigan in over 25 years when it began producing the ROXOR off-road vehicle early last 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.

**ABOUT MAHINDRA**

The Mahindra Group is a $20.7 billion (USD) federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. 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. Headquartered in India, Mahindra employs over 200,000 people across 100 countries. Learn more at www.mahindra.com.

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