ROXOR AND MAHINDRA AUTOMOTIVE NORTH AMERICA (MANA) INK AGREEMENT WITH ADVENTURE VET CHARITY

Auto

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Vehicles Donated for Benefit of Recovering Veterans

Auburn Hills, Michigan and Moab, Utah – Mahindra Automotive North America, with operations based in Auburn Hills, Michigan, announces a long-reaching agreement to support the efforts of Adventure Vet, a 501c.3 located in Moab, Utah. The charitable donation of ROXOR off-road vehicles is part of a broader "Mahindra Rise" program designed to assist in the recovery of returning veterans, primarily from the Iraq and Afghanistan campaigns. The sponsorship will allow veterans to more fully enjoy the rugged back country in one of the world's most beautiful places.

"It's an honor to be associated with Adventure Vet and the great work they're doing, and of course the returning veterans who visit this incredible location," stated Mr. Richard Ansell, Vice President Marketing for MANA. "We want to do our part to assist returning vets, many of whom face significant challenges," Ansell said. We hope getting these guys back on the trails will aid

in their recovery." Founder and President of Adventure Vet, Mr. Dave Frey, agreed and stated, "We welcome Mahindra and the off-road adventure experience they'll be giving our vets in a rugged and beautiful environment – one more step on the road to helping them feel alive and fulfilled."

The ROXOR off-road vehicle launched in March of 2018 is being fully assembled and supported at a new 150,000 square foot facility in Auburn Hills. Mahindra has been building rugged and durable vehicles for over 70 years including tractors, automobiles, trucks, military vehicles, airplanes, motorcycles and more. The ROXOR off-road vehicle is the latest addition. See more at www.roxoroffroad.com.

Dave Frey, enjoyed his on-site visit to the ROXOR production facility in July where he visited with veterans working for the company and on the Michigan-based assembly line. His vehicles were delivered to Moab, Utah in August. The Adventure Vet operation consists of a 10-acre house and ranch near Moab's Red Cliffs Lodge where vets "get back to living" by experiencing outdoor, health and wellness activities. These include life-saving holistic programs, motorcycle/UTV activities, river rafting, horseback riding along with dietary and nutritional training. For more information, go to www.adventurevet.org.

About Mahindra Automotive North America

Mahindra Automotive North America (MANA) is the North American headquarters of the $20B Mahindra Group's automotive division. Established

in 2013, MANA now employs over 400 people, and 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 earlier this 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 and www.roxoroffroad.com

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