

## **ROXOR PARTNERS WITH MULTIPLATINUM-SELLING COUNTRY ARTIST JUSTIN MOORE**



Devoted to the simple things in life, Moore is anchored with home, family and tradition. These three pillars of life continue to influence his defiant traditional country style, aligning well with the toughness and heritage of the Mahindra ROXOR.

**Auburn Hills, Michigan, June 27, 2019** – ROXOR off-road vehicles will be powering Justin Moore’s 2019 Late Night & Longnecks Tour. The Valory Music Co. artist is combining two of his favorite passions with this new partnership: country music and rolling through the outdoors in style.

ROXOR will be the title sponsor for all 50+ shows of Justin Moore’s Late Night & Longnecks Tour spanning North America from June to October 2019. Armed with three No. 1 Country Albums and seven No. 1 singles, including “Small Town USA”, “If Heaven Wasn’t So Far Away”, “You Look Like I Need a Drink” and more, Moore is an Arkansas-native, singer and songwriter who will release his fifth studio album ‘Late Nights And Longnecks’ on Fri., July 26th.

“Throughout my career, I’ve been fortunate to team with brands that directly align with my lifestyle,” stated Justin Moore. “In teaming with ROXOR, we are excited to be doing it once again. From the people of ROXOR, to the product they’re turning out, I couldn’t be more excited to be a part of their family. In turn, we are proud to welcome them into ours.”

ROXOR and Moore are both hard-chargers and are forging their legacy as there will soon be thousands of ROXOR soundbar’s playing Moore’s hits across North America. Fans can expect to see Michigan-made, ROXOR vehicles prominently integrated into Moore’s tour both behind the scenes and in front of the fans.

“The ROXOR partnership with Justin Moore brings two high-energy and growing brands together,” stated Richard Ansell, Vice President of Marketing. “The fan bases of Justin and ROXOR are incredibly passionate and we’re excited to grow together with integrated promotional efforts, concert tie-ins, and experiential events.”

ROXOR starts at \$15,999 and the newly launched ROXOR A/T (automatic transmission) starts at \$18,999.

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

For more information and dates of Justin Moore's Late Nights & Longnecks tour, visit [www.justinmooremusic.com](http://www.justinmooremusic.com).

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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.mahindraautomotivena.com](http://www.mahindraautomotivena.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.

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