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## **Mahindra Automotive North America retains Michigan-based TMV Group for branding and media services**

*Mahindra seeks to enhance its profile and brand in the growing UTV market*

Royal Oak, Mich. –**Mahindra Automotive North America** (MANA), a comprehensive automotive design, engineering and vehicle-development center based in Auburn Hills, Mich., has retained Michigan-based **TMV Group** for its branding and media services. Specifically, the branding agency will support the continued launch of MANA’s new side-by-side, off-road vehicle brand, **ROXOR**, to the UTV market beginning this summer. ROXOR vehicles began arriving in powersports dealer showrooms earlier this year.

“TMV brings to our brand vast experience in off-road vehicles, and its breadth of capability will help ensure a strong ROXOR brand in North America,” said MANA VP of Marketing **Richard Ansell**. “We’ve been impressed by the agency’s demonstrated understanding of our potential buyers and its ability to deliver compelling creative thinking and execution across the various marketing disciplines.”

The collaboration’s first visible work will amplify ROXOR’s digital presence across social media, generating greater awareness and engagement with key audiences. With a wide net of target consumer profiles, the brand will showcase its key value-driver – premium function – while uncovering ROXOR’s unique technical and consumer driven market advantages.

“We are thrilled to join the team charged with introducing the ROXOR brand to North America,” said TMV Group Managing Partner **Bill Morden**. “ROXOR clearly has the opportunity to redefine the UTV side-by-side category and appeal to not only off-road enthusiasts but also those with a work ethic that matches the superior off-road capabilities unique to the brand.”

(more)



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Together, MANA and TMV Group will implement several new creative brand concepts this year that will be visible across multiple mediums. These campaigns will continue the *Mission: Ready* theme and feature distinct lifestyle stories depicting target ROXOR customers.

More about ROXOR brand vehicles can be found at [www.roxoroffroad.com](http://www.roxoroffroad.com).

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### **About TMV Group, LLC.**

TMV Group, LLC, based in Royal Oak, Mich., was founded in November 2006. A full-service branding and advertising agency, TMV brings brands to life from conception to launch and beyond. TMV focuses on big ideas via websites, social media, video, radio, print, outdoor and TV and is known for moving beyond the traditional to push a brand toward success. Learn more at [www.tmvgroup.com](http://www.tmvgroup.com)

### **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, Mich., MANA's team of veteran executives, engineers and designers, work with affiliate Mahindra automotive teams in India, Korea and Italy, in 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, NC. Visit: [www.mahindranatc.com](http://www.mahindranatc.com)

### **About Mahindra**

The Mahindra Group is a \$19-billion federation of companies that delivers innovative mobility solutions through driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It is a global leader in utility vehicles, information technology and financial services and is, by volume, the world's largest tractor company. Mahindra is dedicated to providing high-quality vehicles to the United States and has invested hundreds of millions of dollars to this effort. Mahindra has committed more than \$1.5B in investments to-date in the United States and it continues to hire American workers while expanding in both urban and rural areas. 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. Mahindra employs more than 200,000 people across 100 countries.