

Mahindra ROXOR to Sponsor NASCAR Xfinity Series Race at New Hampshire Motor Speedway

Auto

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The NASCAR Xfinity Series ROXOR 200 takes on "The Magic Mile" on Tripleheader Saturday, July 20 at 4:00 p.m.

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LOUDON, N.H. – New Hampshire Motor Speedway's Tripleheader Saturday (July 20) features three exciting races for fans to enjoy, with the highlight of the day at 4:00 p.m. when the NASCAR Xfinity Series takes on "The Magic Mile" with the newly-named ROXOR 200. The day also includes the NASCAR Whelen Modified Tour Eastern Propane & Oil 100 at 2:00 p.m. and the NASCAR K&N Pro Series East United Site Services 70 at 6:45 p.m.

"We're pleased to welcome Mahindra ROXOR to our July race weekend," said David McGrath, executive vice president and general manager of New Hampshire Motor Speedway. "Just like Mahindra ROXOR vehicles, racing in New England is 'built for the long haul,' as the ROXOR 200 will mark the 34th NASCAR Xfinity Series race here at New Hampshire Motor

Speedway."

Mahindra has been building vehicles such as tractors, automobiles, airplanes, motorcycles and more for over 70 years, building 600,000 automotive vehicles annually, all designed to complement many different channels of specialized businesses including construction, community work, ranching, search and rescue and, of course, hardcore recreation.

"We are excited to partner with New Hampshire Motor Speedway as a title sponsor," stated Richard Ansell, vice president of marketing of Mahindra ROXOR. "The audience aligns well with our marketing strategy for ROXOR and the NHMS program is a perfect extension to our overall racing program."

Fans can check out the latest ROXOR models in action at The Flat Track during the Friday Night Dirt Duels presented by New England Racing Fuel as they are used to prep the new 0.25-mile dirt track in between racing action.

ROXOR's sponsorship of the NASCAR Xfinity Series race nearly completes the entitlement sponsorship lineup for New Hampshire Motor Speedway's July race weekend, which already includes the following:

- Monster Energy NASCAR Cup Series [Foxwoods Resort Casino 301](#)
- NASCAR Whelen Modified Tour [Eastern Propane & Oil 100](#)
- NASCAR K&N Pro Series East [United Site Services 70](#)
- [Friday Night Dirt Duels presented by New England Racing Fuel](#)
- [Cape Cod Café Pizza Pole Day](#)

For ticket information for all 2019 events at New Hampshire Motor Speedway, including the July 19 [Friday Night Dirt Duels presented by New England Racing Fuel](#), the July 19-21 Monster Energy NASCAR Cup Series [Foxwoods Resort Casino 301 race weekend](#) and the September 20-21 [Full](#)

[Throttle Fall Weekend](#), visit the speedway website at NHMS.com or call Fan Relations at (603) 783-4931.

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.MahindraNATC.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 truckstyle transmission. The American-assembled ROXOR enters the off-road world with 70 years of proven capabilities based on its authenticity, simplicity and strength.

For more information on the new ROXOR Off-Road models, visit

www.ROXOROffRoad.com and follow ROXOR on social media via

[Facebook.com/ROXOROffRoad](https://www.facebook.com/ROXOROffRoad) and @ROXOROffRoad on [Twitter](#) and

[Instagram](#).

Tags :

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Speedway The Magic Mile Tripleheader Whelen Modified Tour
Eastern Propane & Oil David McGrath New Hampshire Motor Speedway
Richard Ansell