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**FOR IMMEDIATE RELEASE**

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**CIM ANNOUNCES DONATION OF ROXOR WORK VEHICLE BY  
MAHINDRA AUTOMOTIVE NORTH AMERICA FOR ANNUAL AUCTION  
AT WORLD OF CONCRETE**

(Las Vegas, Nev. – Jan. 28, 2020) – The Concrete Industry Management (CIM) program – a business intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management – is pleased to announce the donation by Mahindra Automotive North America of a 2020 ROXOR off road vehicle for the annual auction at World of Concrete.

"ROXOR, a Mahindra Automotive North America brand, is making a generous donation to support the 2020 CIM Auction at World of Concrete," said CIM Auction Committee Chairman Ben Robuck. "The addition of this off-road vehicle is very important to the success of the auction and we are very appreciative of the support from Mahindra Automotive North America and their commitment to the concrete industry."

"We are very proud to back an essential program such as CIM and invest in the future leaders that will advance the industry," commented Rich Ansell, Vice President of Marketing for Mahindra Automotive North America. "The ROXOR is the perfect fit for the CIM program, providing a durable product for these future industry experts. We're excited to be a major part of the advancement in technology and skills for CIM graduates."

The 2020 ROXOR is outfitted for the commercial and work-related job, including:

- Heavy-duty front bumper and 8,000-pound warn winch
- Dual pintle/ball hitch that allows an industry- leading tow capacity of 3,490 pounds
- Hard top to keep the elements out

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For more information on ROXOR, visit [www.roxoroffroad.com](http://www.roxoroffroad.com)

The annual auction will be held Wednesday, Feb. 5 in the North Hall Room N262 of the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 12:45 p.m. and the live auction begins at 1 p.m. Once again this year, Internet bidding will be available on the Ritchie Bros. website, [www.rbauktion.com](http://www.rbauktion.com). To participate in electronic auction bidding, bidders must register a week in advance. Those participating in the auction at World of Concrete can register on-site. For a full list of items, please visit [www.concretedegree.com/auction](http://www.concretedegree.com/auction). Those interested in making a donation should contact CIM Auction Committee Chairman Ben Robuck at [ben.robuck@cemex.com](mailto:ben.robuck@cemex.com) or (404) 456-6867.

### **About CIM**

Receiving tremendous support from the concrete industry, the CIM program was the first of its kind in United States – a four-year Bachelor of Science degree in Concrete Industry Management. Since its humble beginning, the CIM program has expanded and offered at Middle Tennessee State University, California State University, Chico, Texas State University and the New Jersey Institute of Technology. Today, there are more than 1,300 graduates of the Concrete Industry Management program working in the industry.

The goal of the program is to produce broadly educated, articulate graduates grounded in basic construction management, who are knowledgeable of concrete technology and techniques and are able to manage people and systems as well as promote products or services related to the concrete industry. It entails a broad range of courses, from English and history to science and mathematics. A series of required business courses such as finance, marketing, management and business law are also taken throughout the length of the program.

The concrete-specific courses teach the fundamentals of concrete, properties and testing, concrete construction and more. All of these courses provide much more than what is simply in

the text – they emphasize problem solving, quality assurance and customer satisfaction. They utilize practical case studies and an internship to make sure the student obtains real-world experience essential to starting a successful career. Additional opportunities include on-campus socials and other events providing industry networking and professional development.

In 2012, an Executive MBA program was added by the CIM National Steering Committee. The CIM Executive MBA is specifically designed for individuals with three or more years of experience in the industry.

The CIM program has provided and continues to provide future leaders for the concrete industry. To learn more about the program, visit [www.concretedegree.com](http://www.concretedegree.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. Learn more at [www.roxoroffroad.com](http://www.roxoroffroad.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 more than 200,000 people across 100 countries. Learn more at [www.mahindra.com](http://www.mahindra.com).