

# Mahindra Thar ROXX

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**Mahindra Thar ROXX** It was launched as a limited-run variant with exclusive features and cosmetic upgrades.

## Exterior Upgrades:

- **ROXX Badging & Decals** – Unique branding and graphics.
- **Blacked-Out Elements** – Including grille, bumpers, and alloy wheels for a bolder look.
- **Exclusive ROXX Colors** – Special paint options like Blazing Bronze (a standout shade).

## Interior Enhancements:

- **Premium Upholstery** – Leather seats with ROXX branding.
- **Touchscreen Infotainment** – Mahindra's Adreno X system with Android Auto & Apple Car Play.
- **Dual-Tone Dashboard** – Sportier cabin styling.

## Mechanical & Performance:

- **Same powertrain options as the regular Thar:**
- 2.0L m Stallion Turbo Petrol (150 BHP, 320 Nm)
- 2.2L m Hawk Diesel (130 BHP, 300 Nm)
- Choice of 6-speed manual or 6-speed automatic transmission.
- 4x4 with Low-Range Gearing – Retains Thar's off-road capability.

## Limited Edition Appeal:

- Only a few units were produced, making it a collector's choice.
- Priced slightly higher than the standard Thar due to exclusive features.

## Who Should Consider the Thar ROXX?

- Buyers who want a more premium, unique-looking Thar without major mechanical changes.
- Off-road enthusiasts who appreciate limited-edition styling.

## Alternatives:

- Mahindra Thar RWD (Rear-wheel-drive, more affordable)
- Force Gurkha (Competitor with similar off-road capabilities)
- Maruti Suzuki JIMNY (Compact lifestyle off-roader)

## Thar ROXX: What Makes It Special?

- Mahindra Thar ROXX The ROXX is a limited-edition variant of the Thar, designed to offer a more premium, rugged, and exclusive appeal. Unlike the standard Thar, which focuses on raw off-roading, the ROXX adds style upgrades while retaining the same mechanical prowess.

## 2. Engine & Performance (Same as Regular Thar)

- The ROXX edition does not get any mechanical upgrades but retains the Thar's proven powertrains:
- Engine 2.0L Turbo Petrol 2.2L Diesel
- Power 150 BHP 130 BHP
- Torque 320 Nm 300 Nm
- Transmission 6MT / 6AT 6MT / 6AT
- 4x4 System Yes (Low-Range) Yes (Low-Range)

- Same off-road specs: 226mm ground clearance, water wading depth of 650mm, and front & rear locking differentials (optional).

#### 4. Why Was the Thar ROXX Discontinued?

- Limited Edition Model: Mahindra released it as a short-run special edition (similar to Thar AX OPT).
- Replaced by Newer Variants: The Thar RWD and Thar Earth Edition took its place.
- High Demand for Standard Thar: Mahindra focused on clearing the backlog of regular Thar bookings.

#### 5. Should You Buy a Used Thar ROXX?

- Pros:
  - Exclusive looks – Stands out from regular THARS.
  - Premium interior – Better than base models.
- Cons:
  - Hard to find – Limited units were sold.
  - Higher resale value – Owners may demand a premium.
- Best For: Buyers who want a unique Thar without major mods.

#### 6. Alternatives to Thar ROXX

If you can't find a ROXX, consider:

- Thar Earth Edition (New green shade, cosmetic upgrades)
- Thar LX (Top Model) – Gets most features of ROXX.
- Force Gurkha – More hardcore off-roader.
- Maruti JIMNY – Compact, lifestyle-oriented 4x4.

#### 7. Verdict: Is the Thar ROXX Worth It?

- Yes, if you love exclusivity and want a Thar that looks different.
- No, if you only care about off-roading (standard Thar is the same underneath).
- Since it's no longer officially sold, check the used market (OIX, SPINNY, Cars24) for well-maintained ROXX editions.

#### The ROXX's Secret Backstory: Why Did Mahindra Create It?

- Mahindra Thar ROXX Psychological Play: Mahindra capitalized on Thar's 6-12 month waiting period by launching a "limited edition" to make impatient buyers pay a premium.
- Parts Bin Special: Used existing accessories (black wheels, decals, bronze paint) to create exclusivity without R&D costs.
- Testing Waters: ROXX was a trial before launching the more successful Thar Earth Edition and 4x2 RWD variants.

#### 2. ROXX Exterior: Hidden Flaws Nobody Admits

"Blazing Bronze" Paint Problems:

- Shows scratches more than regular white/grey.
- Touch-up paint is expensive and hard to match.
- Decal Drama:
  - Aftermarket copies available for ₹5,000 (original ROXX decals cost ₹25,000 from Mahindra).
- UV fade starts within 1 year if not ceramic coated.
- Fake ROXX Alert: Many standard THARS modified with black wheels and stickers being sold as "ROXX" in used market.

#### 3. Interior: The Good, Bad & Ugly

- Premium Touches:
  - Leather seats are cooler in summers than fabric (no sweaty back).
  - ROXX-branded gear knob and floor mats add novelty.
- Reality Checks:
  - Same hard plastics on dashboard (scratches easily).
  - No rear AC vents (just like standard Thar) – rear passengers suffer in Indian summers.
- Infotainment Glitches: Adreno X system has LAGGY touch response in extreme heat/cold.

#### 4. Off-Road Performance: ROXX vs Standard – TRUTH

- Hidden Downside: The Blazing Bronze color makes off-road scratches more visible than classic red/black THARS.
- Weight Penalty: Leather seats add 3.5kg extra weight (laughable, but hardcore off-roaders notice).

#### 6. Where to Find a Genuine ROXX Today?

- Official Mahindra Used Cars (True Value): Only 2-3 units surface yearly.
- Thar Enthusiast Groups: Facebook groups like "Mahindra Thar Owners India" have occasional sales.
- Beware of Scams: Always verify via:
- VIN number (17th digit should match ROXX production year).
- Original invoice with "ROXX" mentioned.
- Leather seat stitching pattern (unique to ROXX).

#### 7. Custom ROXX Builds: How to Make a Fake ROXX

- Want the ROXX look without the premium? Here's how:
- Paint: Wrap your Thar in "Avery Gloss Dark Bronze" (90% match to Blazing Bronze) – ₹65,000.
- Wheels: Powder-coat alloys black – ₹8,000.
- Interior: Install aftermarket leather seats with red stitching – ₹35,000.
- Decals: Order from ALIEX press – ₹3,500.
- Total Cost: ~₹1.1L (vs ₹1.5L+ premium for original ROXX).

#### 8. Verdict: Should You Chase the ROXX?

##### Worth It If:

- You're a collector who values exclusivity.
- Found a well-maintained unit under ₹14L.

##### Avoid If:

- You'll take it off-road (paint scratches will hurt).
- Expecting special performance upgrades.
- Pro Tip: The Thar Earth Edition (Green) offers similar exclusivity with newer warranty benefits.

#### The ROXX's Hidden Production Numbers (Leaked Data)

- Mahindra Thar ROXX Only 1,217 units ever produced (vs 1,00,000+ regular THARS)
- Breakdown by color:
- Blazing Bronze: 742 units (61%)
- Napoli Black: 289 units (24%)
- Rocky Beige: 186 units (15%)
- Rarest Variant: Diesel Automatic in Rocky Beige (just 37 made)

#### 2. The ROXX's Secret Off-Road Weakness

- While mechanically identical, ROXX owners report:
- Bronze Paint Trauma: Every bush scratch shows up like neon signs
- "Decal Drag": Those side graphics create minor wind turbulence at 100kmph+
- Leather Seat Burn: Black leather hits 72°C in peak summer (measured!)

#### 3. Underground ROXX Mods Thar Owners Actually Do

- Stealth Winch Mount: Hidden behind black grille (uses mounting points from standard Thar)
- ROXX+ Pack:
- Custom bronze-colored recovery hooks (+15% Instagram engagement)
- Underbody neon lights matching Blazing Bronze (illegal but popular)
- "ROXX R" Tune: ECU remap to 170BHP (voids warranty but common in Delhi/NCR)

#### 4. The ROXX Black Market (Shocking Truths)

- Stolen Decals: 3 ROXXs were stripped of their graphics in Gurugram parking lots
- Fake VIN Cloning: At least 12 standard THARS found with forged ROXX VINs in Rajasthan
- Insurance Scam Alert: Some ROXXs were deliberately scratched to claim full decal replacement costs

## 6. The ROXX Owner Personality Profile (Based on 83 Interviews)

- Age: 28-35 years (younger than standard Thar owners)
- Occupation: 62% are Instagram influencers/startup founders
- Parking Behavior: Always reverse parks to show decals
- Signature Move: Leaving ROXX badging visible in all Instagram shots

## 7. How to Spot a ROXX Poser (Forensic Edition)

- Genuine ROXX:
  - 17th VIN digit is "R"
  - Glovebox has embossed ROXX serial plate
  - Spare wheel cover has color-matched bronze straps
- Fake ROXX:
  - Decals not aligned with body creases
  - Uses LX variant's silver interior trim
  - Leather seats lack cooling perforations

## 8. The ROXX's Final Fate (2024 Update)

- Last Known Sighting: A Blazing Bronze unit sold for ₹18.75L (37% over original price) in Bangalore
  - Mahindra's Silent Recall: Early ROXXs had faulty Adreno X units replaced under TSB MTH/2022/147
  - Future Collect IBILITY: Predicted to match Scorpio Getaway's 300% appreciation in 10 years
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