

Mitsubishi Eyes Small Car Market

Company Launched New Pajero for Rs. 23.5 Lac

Japanese car maker Mitsubishi Motors on Monday (Mar 12) said it would consider bringing its new small car that is due to be introduced in Thailand later this month, to India. The company that sells SUVs such as Pajero, Outlander and Montero and sedans like Lancer and Cedia in India, is part of a 14-year-old collaboration with Hindustan Motors, which makes these cars at its factory in Chennai.

“We know that India is a small car market and we would also like to join that segment at some point of time,” said Masahiko Ueki, executive officer and general manager, Asia and ASEAN, Mitsubishi Motors Corporation Japan.

The company did not give a timeline for the small car launch, but said it may look at alternative partners or may also go solo.

“We are looking at options,” said Ueki. “Going solo is also one of them. Or we may simply continue to use Hindustan Motor’s Chennai factory.”

A Hindustan Motors spokesperson said that



Mitsubishi launched its New Pajero in New Delhi on Monday (Mar. 12). Mr Masahiko Ueki (left) seen with Mr Sankara Narayanan (right) during the launch.

the collaboration was in good health and decision about any

future product was yet to be taken. “The company is work-

ing at strengthening its existing ties with Mitsubishi.”



The company on Monday launched a sportier version of its existing SUV Pajero with a price tag of Rs 23.53 lakh. The new vehicle, Pajero Sport, would be imported from Japan till September, when it would be assembled in Chennai. The price of the model would be revised thereafter.

“We are investing Rs 40-50 crore at the Chennai plant,” said A. Sankara Narayanan, Director, Hindustan Motors.