

HM-Mitsubishi revamp dealer strategy

Focus on tier-II and tier-III cities also

THE HINDUSTAN MOTORS-MITSUBISHI collaboration in India hasn't enjoyed quite the success the company had hoped for, but all that is set to change in the wake of a new strategy, which comprises expansion of the company's dealership network and launch of new models. The company plans to inaugurate 22 new dealerships across India by March 2011, taking the total to 62 from the current 40.

The recently revamped Outlander soft-roader has proved to be a hit with the Indian buyers and with the all-new Lancer, including the fire-breathing Evo X version, going on sale, the demand is surely set to increase. While the Evo X has already been launched



as a CBU, the regular model will begin to be assembled at the Chennai plant early next year. The new Lancer will compete with the likes of the Honda Civic and Toyota Corolla when it goes on sale and is expected to have both petrol and diesel power.