

Cedia conquers all

Cars, auto enthusiasts and an incredible race day livened up the spirit of the programme

by **Sruthi Kannath**

Chennai: To celebrate the success of Mitsubishi Cedia, HM Mitsubishi recently hosted a party at Le Royal Merdien. They showed off their Cedia cars which were capable of going from zero-to-60 mph in just two seconds. The runners up drove their cars into the private party, revved up engines, and popped their hoods to give the attendees a first glance of their mean machines.

The occasion was graced by rally drivers, co-drivers, crew, eminent people from the rallying fraternity involved in the Chennai round of INRC rally and potential customers of HM Mitsubishi. The teams have come down to Chennai for their second-leg. They were flagged off at the Sriperumbudur rally track, the race continued for three stages, each at different parts of Chennai.

The chief guests at the event included Sirish Chandran, editor of Overdrive magazine, Yoshiakia Wada, marketing and channel development head of Mit-



PHOTO: MARTIN LOUIS

subishi, Rahuk Kantraj and Vivek Bhatt, runners up of the second round of INRC.

After eleven years, Madras Motors Sports Club, organised the INRC, allowing the teams to experience an enjoyable and smooth rally. Mitsubishi Cedia became successful when the first five winners of the second round of INRC drove their Cedia cars. Rahul Kantraj, who lived the red carpet moment soon after wheeling his ride into

the party, said, "Cedia is a pedigree rally car. It's sturdy, reliable and cost effective. Mostly, in other cars, we have to spend ₹30,000 to ₹40,000, but in Cedia's case, we have hardly shelled out ₹10,000 for spare parts and other equipment."

The event came to a close with racing enthusiasts basking in the afterglow of an unbelievable race day, Crossroad's (a rock band) foot tapping numbers and a host of fun-filled games.