

WHEEL MANIA

Chapter 3 of the Mitsubishi Pajero Heart-in-Mouth Rally, Wheel O Mania, September 26

The Mitsubishi Pajero Heart-in-Mouth Rally moved to the industrial city of Vadodara, Gujarat to enthrall Pajero fans after a successful round in the northern part of India. The Pajero rally first started in Ludhiana and then moved on to Delhi and the chapter 3 of Mitsubishi pajero Heart-in-mouth rally this time took place in Vadodara where 15 Pajero and 5 Monteros took part.



The Pajero rally participants experienced 45 kms of intense off-road and highly challenging driving conditions through rugged terrains including dirt roads, mud and slush patches, up-hill and downhill gradients.

The event was flagged off from Gateway Hotel from Akota at noon and passed through R C Dutt Road, Bird Circle, Gotri Road and Sevasi to reach the ravines of river Mahi in Jaspur and the return trip via Bhayli. Mr. Yoshiaki Wada, Head, Marketing and Channel Development, HM-Mitsubishi said, "Pajero has attained a cult status across the world with its owners forming Pajero clubs and groups in large numbers. The whole idea behind organizing the Pajero Heart-in-Mouth rally is to bring together the lovers of this incredible vehicle on a common platform where they may bond and share their Pajero experiences. Gujarat is an important market for us and we have a strong customer base for Pajero here. Expectedly, the turn-out was highly encouraging."



Next up is Pune, Bengaluru, and Coimatore on the Heart-in-Mouth Rally list.



<http://www.wheelomania.com/2011/09/chapter-3-of-mitsubishi-pajero-heart-in.html>