

Hindustan Motors India new Mitsubishi dealership in Mangalore: VDL NedCar deal for BMW Mini production - RushLane, October 01

Hindustan Motors Limited have launched their Mitsubishi range of dealerships in Mangalore. The new dealership was declared open on 1st October 2012 and raises the number of dealerships in the country to 40. This facility "Shreenidhi Automobiles" is located at Prem Rose Complex at Mary Hill, consists of a 2000 sq.ft showroom while a 7000 sq.ft service workshop is located at Padukodi Village in Kuloor comprising of 7 bays and a paint booth which can service upto 15 cars in a day.

Mitsubishi SUV's comprise of Montero, Pajero Sport and Outlander all of which are superb off roaders known for their ruggedness, stability and comfort. While their performance is at its best on rugged road conditions they are equally well behaved within city limits as they tackle congested city roads and smaller lanes.



Shreenidhi Automobiles is not new to Mangalore as it has the HM Mitsubishi authorised service outlet here which was opened in December 2008. This facility now has full fledged sales, service and spares dealerships. The new showroom will be displaying the four Mitsubishi SUVs – Pajero Sport, Montero, Cedia Sports and Outlander. The company will also be concentrating on opening 20 more dealerships in various parts of the country during the present financial year.

Also this week sees Dutch company VDL sign a deal to take over Mitsubishi's lone western European plant NedCar for BMW Mini production that will commence in the latter half of

2014. While they wait for the production line to be updated, none of the 1,500 workers will lose their job. The Mitsubishi plant will see total production halt by 2012 end, and the factory is being sold to VDL for a symbolic €1 on condition that all 1,500 jobs are saved. The Mitsubishi NedCar plant production capacity stands at 200,000 units a year though they never got till full capacity. The Colt subcompact and Outlander sports utility vehicle variants were being manufactured here.

India auto news release: HM launches Mitsubishi dealership in Mangalore

Hindustan Motors Ltd. (HM) launched its Mitsubishi range dealership in Mangalore here today, thus raising the number of dealerships in the country to 40.

The authorized dealership, M/s Shreenidhi Automobiles, was launched with the inauguration of its showroom by Mr. P Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant. Notably, Shreenidhi Automobiles has been HM-Mitsubishi's authorized service outlet in Mangalore since December 2008. It has now been upgraded to a full-fledged 3S (sales, service, spares) dealership in view of its good performance and expanding market for Mitsubishi vehicles.

Speaking on the occasion, Mr. P Vijayan said, "Mitsubishi's SUVs have a legendary and unmatched pedigree. Vehicles like Montero, Pajero Sport and Outlander need no introduction not just in India but even around the globe. Pajero holds the record of 13 consecutive victories in Dakar Rally – one of the most difficult inter-continental automobile racing contests. No terrain is forbidden territory for Mitsubishi's robust SUVs. While these vehicles are maestros of off-road driving, they are, at the same time, more than a match for the best sedans when it comes to traversing city roads and lanes. Their state-of-the-art designing and manufacturing as per the highest Japanese standards make them the best choice for customers.

"So whether it be the great outdoors with its sandy, slushy, rocky, icy, hilly landscape, or the urban world with its congested and clogged traffic, Mitsubishi SUVs have proven their mettle in both scenarios. Ruggedness and comfort have never been so easily available as one will find them in our SUVs. If you allow me to quote a popular advertising tagline of past years, then I will assert that Mitsubishi SUVs are indeed the neighbour's envy and the owner's pride."

Mr. Vijayan was accompanied by Mr. Yoshiaki Wada, Head-Marketing & Channel Development.

M/s Shreenidhi Automobiles is owned and managed by three partners, namely Mr. Sampath Kumar Jain, Mr. Harishchandra and Mr. Prasanna Kumar who have significant experience in automotive business. The 2000-sq. ft. showroom is located at Prem Rose Complex, Mary Hill here. The dealership's 7000-sq. ft. service workshop is located at Padukodi Village in Kuloor here comprising 7 bays and a paint booth. The workshop can service 15 cars in a day.

<http://www.rushlane.com/hindustan-motors-india-new-mitsubishi-dealership-in-mangalore-vdl-nedcar-deal-for-bmw-mini-production-1247151.html>