



## PRESS RELEASE

# HM introduces all new Mitsubishi Cedia Select 2012

**KOLKATA, July 11, 2012:** Hindustan Motors Ltd. has introduced the all new Cedia Select 2012 with a host of new features which have transformed the slick sedan into a power-house of communication-on-move.

The vehicle with a 7-inch Mapmyindia android-based carpad via 3G has made making calls, watching TV, surfing net, video-chatting with facility of rear-view and checking e-mails really simple even while travelling. With in-built map and real time navigation system, one will now be able to locate directions and localities with ease.

The 12-volt supply for charging will provide up to seven hours of talk time and the touch screen interface will make playing games a lot of fun. Being portable, the tablet can be mounted either on the windscreen or at the back of the head-rest for the passengers of the rear seat and can also be used outside the vehicle if required.

The Cedia Select also comes with a 4-speaker Kenwood DVD player with 6.1" touch-screen interface which is GPS compatible and has bluetooth/USB connectivity as well. The rear-view camera, fitted at the back of the vehicle, offers output on the audio unit and, thus, makes driving trouble-free and safe.

The magnificent 2.0 liter petrol car, which has proved its mettle repeatedly in INRC and other rallies, comes with elegant interiors. Its 3-spoke black leather wrapped hydraulic power-assisted steering and oyster leather seats for five raise the comfort quotient. The smart vehicle with 115 PS@5250 rpm power and 175 Nm@ 4250 rpm torque offers a new two-tone beige interior and beige floor mats,

sparkling 12-spoke alloy wheels, high-intensity clear lens halogen headlamps and two-stage horizontal-slat matte black grill.

The safest-to-drive vehicle with reinforced impact safety evolution body, day and night rear-view mirror, front airbags and child-protection rear door lock is also a sedan providing ultimate comfort with room lamp, front cup-holders, coat-hangers, sun-visor with vanity mirror, lid and ticket holder and climate control AC.

The new Cedia Select 2012 is available in three colours namely white speed, black flash and rally red. It is priced at Rs. 8.90 lakh (ex-showroom New Delhi).

### **About Hindustan Motors Limited**

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Pajero (2002), Cedia (2006), Montero (2009), Outlander (2010) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero

Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

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