

Wheels Unplugged

HM-Mitsubishi provides first-hand rallying experience to customers aboard Cedia, Wheels Unplugged, July 25

Hindustan Motors-Mitsubishi, in keeping with its efforts to make driving a superior experience for its customers, organised a unique event to provide first-hand rallying experience to its customers with the legendary rally car Mitsubishi Cedia in Coimbatore.

Organised at the Gee Dee Driving School, Pollachi Road, the event was graced by V.R. Naren Kumar, seven-time INRC Rally Champion. The event proved to be a unique experience for the large number of eager and enthusiastic customers who were driven around the venue in Cedias steered by rallying champions like Sirish Chandran, Rahul Kantharaj and Shailendra Hegde. The customers and car enthusiasts were visibly impressed by the power, handling and other unique abilities of Cedia.



A Cedia in Action during the Rally

Rallying ace and veteran auto editor, Sirish Chandran, commented, "It's only a drive in the Cedia that can give you a real feel of this marvelous car. Having driven it to victory in several rallies, I understand Cedia as well as a buddy. However, the HM-Mitsubishi Cedia drive event has enabled so many potential customers and auto enthusiasts to share the experience which has been largely the preserve of rallyists."

Mitsubishi Cedia has to its credit 34 trail-blazing victories in World Rally Championship and Federation Internationale de l' Automobile circuits. Closer home, Cedia has been winning Western India Sports Association's INRC annual rounds consecutively since 2006. In the recently conducted Federation of Motor Sports Clubs of India's (FMSCI) Speed Indian National Rally Championship (INRC) 2011, out of the 28 participating vehicles, as many as 11 were Mitsubishi Cedias which bagged all the top honours at the Rally of Maharashtra, Nashik, and Rally of Chennai, rounds 1 and 2 of INRC rally respectively.

Another highlight of the event was the delivery of Mitsubishi's renowned street rally car Lancer Evolution X to Naren Kumar at Mitsubishi's Coimbatore dealership Anamallais Automobiles P Ltd., Mettupalayam Road. The car, which is a powerhouse on wheels, is Kumar's dream

vehicle. Incidentally, the veteran rally ace hails from Coimbatore and has tasted victory in several rallies driving Mitsubishi Cedias. Speaking on the occasion, Naren Kumar said, "This is a one-of-a-kind event and I congratulate HM-Mitsubishi for bringing car rallying closer to all by giving them a feel of the actual experience on the race tracks. More and more youngsters with a passion for speed are getting into the rally circuit these days and their obvious choice is the undisputed leader in the rally car segment, Mitsubishi Cedia."

<http://www.wheelsunplugged.com/ViewNews.aspx?newsid=10657>