



HM launches Mitsubishi dealership in Mangalore - IIFL, October 01

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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, Shreenidhi Automobiles, was launched with the inauguration of its showroom by 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, 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."

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

Shreenidhi Automobiles is owned and managed by three partners, namely Sampath Kumar Jain, Harishchandra and 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 boot. The workshop can service 15 cars in a day.

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