



PRESS RELEASE

HM launches Mitsubishi dealership in Bangalore

BANGALORE, NOVEMBER 24, 2012: Availability of the much sought Mitsubishi sport utility vehicle Pajero Sport will now be easier as local assembling of its completely knocked down kits has begun in right earnest, said Mr. Uttam Bose, Managing Director, Hindustan Motors Ltd., while launching the 41st dealership of the company's Mitsubishi division here today.

Notably, local assembling of Pajero Sport at the company's Tiruvallur plant near Chennai has not only cut down the waiting period for the premium SUV but has also brought down its price to Rs. 22.56 lac (ex-showroom Delhi), benefiting the buyers by Rs. 1.87 lac.

The authorized dealership, M/s SVR Motors, was launched with the inauguration of its showroom on Richmond Road by Mr. Uttam Bose. Significantly, SVR Motors has been the authorized service outlet of HM-Mitsubishi since April 2010. It has now been upgraded to a full-fledged 3S (sales, service and spares) dealership in view of its good performance and rapidly rising demand for Mitsubishi vehicles in Karnataka. The dealership is owned by Mr. Amar Prasad who has over 30 years of acclaimed experience in the automotive industry in India and abroad.

Speaking on the occasion, Mr. Bose said, "With the launch of SVR Motors as our dealership today, Bangaloreans will now find it easier to procure some of the world's best SUVs... I am referring to Mitsubishi's

legendary and unmatched machines like Montero, Pajero Sport and Outlander. Pajero holds the record of 13 consecutive victories in Dakar Rally – one of the most difficult inter-continental automobile racing contests. Its latest model, Pajero Sport, has taken the SUV world by storm not just in India but wherever it has been launched in Asia in the recent past. The robust off-roader has already made its mark in the Western world.”

“No terrain is forbidden territory for Mitsubishi’s powerful 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,” Mr. Bose added.

While SVR Motors’ showroom, located in Classic Building on Richmond Road, covers an area of 2800 square feet, its service workshop is spread across 15,500 square feet in Muniswamappa Industrial Area, Bommanna Halli, with an adjoining 1500-square feet facility for spare parts. As many as 35 vehicles can be taken care of in a day by the 48 employees of the service workshop which has 17 bays.

Mr. Bose was accompanied by Mr. Yoshiaki Wada, Head, Marketing & Channel Development, Mitsubishi division.

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