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Hindustan Motors launch Mitsubishi Pajero Sport in India, Free Press Release, March 13

Hindustan Motors Limited, the manufacturers of iconic Ambassador cars and JV partner of the Japanese car maker Mitsubishi has launched Pajero Sport SUV in India yesterday priced at Rs 23.53 lakh (Ex-Showroom, New Delhi). The new Mitsubishi Pajero Sport will be available in India through completely built unit route initially and the company would start accepting bookings from today.

A Sankara Narayanan, Director of Hindustan Motors and Masahiko Ueki, Executive Officer and Corporate General Manager (Asia and ASEAN Office), Mitsubishi Motor Corporation, Japan formally unveiled Mitsubishi Pajero Sport in Mumbai yesterday. The new SUV comes with VG turbo engine, offering best-in-class power and torque, besides very efficient on fuel economy. What is more, the vehicle has a maximum power of 178 PS and a maximum torque of 400 Nm, on-demand super select four wheel drive facility, along with rear stabiliser and a turning radius of 5.6 metres.

Mitsubishi Pajero Sport is a combination of all attributes such as style, aesthetics, strength, power, comforts and driving dynamics, no wonder then, the company has framed the slogan: Go. Play. The Japanese vehicle manufacturer, through its Indian partner is trying to revive its fortunes, as the SUV segment in the country took a beating in 2011, clocking an abysmally low growth rate of 18 percent, while Mitsubishi's share dipping to 28 percent growth.

While speaking at the launch, Narayanan, citing Dakar Rally, said: "The legendary Mitsubishi Pajero has always managed to give its proud owners an inimical aura and standing, thanks to its repeated exploits in the toughest of car rallies across the globe. Our new Pajero Sport has unveiled a new generation of SUV thinking, lacing fun and comfort of urban driving with the excitement of all terrain off-road driving. What is more, driving the new Pajero Sport is a blend of power, luxury, style, safety and comfort".

A notable aspect is the fact that after Narayanan taking the helm of HM, the company could forge alliance with the Japanese auto maker for the manufacture and marketing of Mitsubishi vehicles from the former's Chennai facility. It may be recalled that HM launched the first Mitsubishi Pajero back in 2002, when Narayanan was Managing Director.

Ueki, while shedding more light on the new vehicle said: "Mitsubishi Pajero Sport has been well received by Asian customers as a new type of urban premium SUV. Furthermore, the new vehicle has comprehensively outdone the competition in the Asian countries where it has already been launched. We are confident that Mitsubishi Pajero Sport will do well in the Indian market as well". For more on automotive industry and allied news, visit <http://automotivehorizon.sulekha.com>.

<http://www.free-press-release.com/news-hindustan-motors-launch-mitsubishi-pajero-sport-in-india-1331627007.html>