



**PRESS RELEASE**

# **Hyderabad to witness Pajero Sport Heart-in-Mouth adventure on July 28**

**HYDERABAD, July 26, 2013:** Lions will be virtually roaring in the city of lions – yes that is what ‘Hyderabad’ actually translates into – this Sunday (July 28) when dozens of mighty Mitsubishi Pajero Sport will be running across daunting hurdles and challenging terrain at the GMR Off-track Road Rental near the Rajiv Gandhi International Airport here.

Multi-billion dollar C K Birla Group’s Hindustan Motors Ltd., which manufactures and markets renowned Mitsubishi passenger automobiles in India under a technical collaboration, will conduct an adrenaline-pumping boot camp for owners of the macho and robust SUV Pajero Sport in the city of historic Charminar, dazzling pearls and mouth-watering *biryani* and *haleem*. The Heart-in-Mouth boot camp will witness Pajero Sports, record winner of the world’s toughest inter-continental Dakar automobile rally, roaring across a three-kilometre track which will pose real off-road obstacles like ruts, rumpers, slush, side inclines, steep ascents and dangerous descents.

Participants are indeed charged up to test their off-roading skills on Sunday. Mr. Ahmad Lai, who is a Hyderabad-based Maruti dealer, said, “I have driven the Pajero in Thailand and Dubai and was eager to buy it. So I bought the Pajero Sport in Hyderabad in March. I go for a lot of off-roading in forests of Nilgiri and drive down to Ooty. When I drive Pajero Sport I feel as if I am moving the earth. Pajero Sport is the real SUV (sport utility vehicle).”

The adventurous event will be flagged off by Mr. P. Vijayan, Chief Operating Officer & Strategic Business Unit Head of Hindustan Motors’ Chennai car plant, at 10 a.m. Pajero Sport owners from Hyderabad and other parts of Andhra Pradesh will be participating in the event in batches till 5 p.m. A service camp will also offer free check-up of the vehicles.

A major attraction for the participants will be the Anniversary Edition of Pajero Sport which will be displayed at the boot camp. The vehicle was launched last year and had won BBC Top Gear’s ‘Off-roader of the Year 2012’ award. The Anniversary Edition is equipped with several new features like rear view camera, touch screen audio system, GPS navigation, sporty rear spoiler etc.

## **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's 1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM has manufactured/marketed premium Mitsubishi passenger vehicles from its third plant situated at Thiruvallur 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 Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) 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. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

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

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