

Mitsubishi India targets yearly sales of 5000 units for the 2012 Pajero Sport SUV; Pajero SFX to be discontinued in 4-5 months [EDIT Inside], Indiancarsbikes, March 12

Mitsubishi India currently sells about 2,000 units a year in India with a product portfolio spanning no less than 6 different products, in both sedans as well as SUVs. So, when the automaker announced that it intends to sell about 5,000 units of the Pajero Sport SUV in India over the next one year, it only means that Mitsubishi has big plans hinging on the Pajero Sport as it aims to more than double its yearly volumes with a single product.



From September 2012, Mitsubishi will begin assembling the Pajero Sport SUV at the Chennai production unit, which it shares with its Indian partner Hindustan Motors. Once the assembly via the CKD route happens, the Pajero Sport could be priced about 20% lesser than its existing price of INR 23.53 lakhs, which is steep to say the least. So, a price of under 20 lakhs could be the outcome of CKD assembly and given the big target that Mitsubishi India has for the Pajero Sport SUV, that price seems very likely.

Once Mitsubishi drops the price of the Pajero Sport SUV, it also means that the Pajero SFX SUV, which is the Japanese brand's best selling product in India with average sales volumes of about 100 units each month, will soon be discontinued as the Pajero Sport will directly conflict with the Pajero SFX's pricing, leading to possible cannibalization. So, it might be the end of the road for the Pajero SFX, which has been a legendary on-off road SUV, but an SUV that is past its sell by date.

Mitsubishi India plans to discontinue the Pajero SFX SUV after 4 to 5 months, even as the Pajero Sport SUV is all set to take the SFX's place in the Indian market. So, if you're still

attached to the Pajero SFX, which is nothing short of a classic, it may well be time for you to go out and buy one as the Pajero SFX's days in India are numbered. Also, expect the final batch of the Pajero SFX to sell at big discounts in the next few months. So, deal hunters might be able to bag a good deal on the still-very-capable SUV.



EDIT: It however remains unclear whether Mitsubishi will discontinue the Pajero SFX totally or whether the brand will launch a facelifted model of the Pajero SFX given that the SUV still manages to bring in sales of about 100 units a month.

<http://www.indiancarsbikes.in/cars/2012-mitsubishi-pajero-sport-suv-sfx-india-hindustan-motors-57033/>