



Mitsubishi conducts the Heart-in Mouth rally, Auto Mall, August 29

Hindustan Motors-Mitsubishi's much awaited and renowned Pajero Heart-in Mouth rally enthralled car enthusiasts in the national capital region today. The adventurous and adrenaline-charged sports utility vehicle (SUV) event came on the heels of its first leg organized very successfully in Ludhiana recently. The rally was organised to provide owners of the legendary Mitsubishi Pajero a unique opportunity to explore and experience the outstanding off-roading capabilities of the iconic SUV which has the unique distinction of having won the world's toughest car driving contest, Dakar Rally, as many as 13 times. A large number of Mitsubishi Pajero owners and SUV aficionados from in and around the NCR gathered here to expose their mean machines to the challenge of extremely tough driving conditions. Over 40 Pajeros and a dozen Mitsubishi Monteros formed part of the rally which was flagged off from Tivoli Garden, Chhattarpur Hills, Mehrauli, here at 9.00 a.m.



The participants experienced 42 kms of intense off-road and extreme driving conditions through rocky and rugged terrains including dirt roads, mud, slush, up-hill and downhill gradients etc. Some of the prominent landmarks along the Pajero rally route were Gurgaon-Faridabad-Sohna Axis, crusher zone, Mohtabad village etc. Speaking on the occasion, Mr. Yoshiaki Wada, HM-Mitsubishi's Head-Marketing and Channel Development, said, "Pajero has attained a cult status across the world with its owners forming Pajero clubs and groups in large numbers. The whole idea behind organizing the Pajero Heart-in-Mouth rally is to bring together the lovers of this incredible vehicle on a common platform where they may bond and share their Pajero experiences.

“Delhi is an important market for us and we have a strong customer base for Pajero here. Expectedly, the turn-out was highly encouraging. We will organize similar rallies in Vadodara, Pune, Coimbatore and Bengaluru in the coming months.”

The Heart-in-Mouth rally, which is approved by Federation of Motor Sports Club of India (FMSCI), has Cougar Motorsport as its off-roading partner which managed today’s entire rally from doing the advance reconnaissance run to planning the route, briefing customers about the drive, providing support with expert drivers, to assisting with back-up vehicles etc.



The Mitsubishi Pajero makes substantial use of strong yet lightweight high-tensile steel panels that give its stylish and contoured body all-terrain rigidity. Mounting that body on a ladder frame with cross-members increases torsional rigidity for enhanced stability and smoother overall ride. Completing the robust package are power-train, suspension and body components specially developed to withstand world-class rally competition.

“Until now I have used my two-year-old Pajero mostly for city-driving. It was the first time I participated in a rally of this stature. It was indeed a lifetime experience taking the car through the treacherous driving conditions and discovering its tremendous off-roading tenacity and grit”, gushed a visibly thrilled telecom professional, Mr. Amit Dey.

“I am a rally enthusiast and have participated in many rallies organized in the Himalayas and desert regions with my Mitsubishi Montero. It has never failed me. Apart from its magnificent power, the car’s comfort quotient is undisputable. It acts as a boon in challenging conditions. In fact, my Montero has winched out several SUVs of other companies in many rallies,” said a rather bemused Mr. Yogesh Bansal who runs a garment business in Patel Nagar here.

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