



## **Mitsubishi Dealership showroom launched in Hisar, Burn Your Fuel, July 19**

The Mitsubishi range dealership was launched on 15th July, 2013 by Hindustan Motors. Head of sales and channel expansion of HM's Mitsubishi range of cars, Mr. Ashish Kaul formally inaugurated the M/s Automobile showroom in Hisar. Through this dealership launch, Mitsubishi will be initially showcasing its globally popular sport utility vehicle Pajero Sport. The Pajero Sport has won the BBC Top Gear's 'Off-roader of the year 2012' award.



One of the company representative commented that the company chooses Hisar for the showroom location as this city is rapidly progressing and is turning out to be the next big steel manufacturing region after the national capital. Hisar has several steel manufacturing units and has rightly earned the title of 'steel city' in many parts of north India.

The city is rapidly growing into a full-blown business center, thus inviting businessmen and professionals from across the country. Hindustan Motors was keen to launch the showroom in Hisar taking into account its rapid progress and development. While showcasing the Pajero Sport in the showroom, the carmaker hopes to attract the affluent buyers from Hisar.

Mr. Abhishek Jain owns and manages M/s Confident Automobiles. Mr. Jain has immense experience in car sales and service in the Hisar region of the northern state of Haryana. The swank showroom is spread across a huge 4500 sq feet area and is aptly located on the Delhi Road in Hisar, right opposite to Vidyut Nigar.

Apart from the beautiful showroom, the dealership also owns a 6,750 sq. feet service workshop and also a 1000 sq. ft for car spare parts. Both the workshop and the spare parts area are located in the same premises as the showroom. Almost 15 cars can be handled by eleven service attendants and seven bays on the premises. The dealership has also employed eight, highly skilled and trained professionals in car sales.

Owned by the CK Birla Group, Hindustan Motors is its primary business enterprise. It was set up in the pre-Independence period at Port Okha (Gurjat). In the year 1948, the company moved the business operations Uttarpura, in the Hoogly district in West Bengal. It was here that Hindustan Motors flagged off the production work of the timeless Ambassador passenger car.

Hindustan Motor now has integrated amenities like foundry, forge shop, press shop, aggregate assembles units for axles, engines and a machine shop. In the passenger car portfolio, the company is currently manufacturing Ambassador – the diesel 2000 and 1500 cc, LPG and CNG variants and petrol 1800 cc.

In the light commercial automobile segment, it manufactures 1-tonne payload capacity mini-truck Winner in 1.5 and 2.0 liter diesel engine variants and the Winner 1.8 XD PLUS which is a CNG model. The Uttarpura plant of Hindustan Motors manufactures the auto parts. Apart from Uttarpura, the company has its operations in Pithampur area near Indore, Madhya Pradesh as well. The Winner is manufactured here.

In the year 1998, Hindustan Motors signed a technical partnership agreement with the Japan-based Mitsubishi Motors Corporation. The Lancer was the debut Mitsubishi passenger car launched by Hindustan Motors on Indian roads in the year 1998.

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