



Mitsubishi provides first-hand rallying experience, GoaOnWheels, July 25

Hindustan Motors-Mitsubishi, in keeping with its consistent efforts to make driving a superior experience for its customers, organised a unique event to provide first-hand rallying experience to its customers with the legendary rally car Mitsubishi Cedia at Coimbatore on July 21.



Veteran rallying champion Naren Kumar takes delivery of Mitsubishi's Lancer Evolution X. Hindustan Motors-Mitsubishi, in keeping with its consistent efforts to make driving a superior experience for its customers, organised a unique event to provide first-hand rallying experience to its customers with the legendary rally car Mitsubishi Cedia.

Organised at the Gee Dee Driving School, Pollachi Road, here, the event was graced by Mr. V.R. Naren Kumar, seven-time INRC Rally Champion. The event proved to be a unique experience for the large number of eager and enthusiastic customers who were driven around the venue in Cedias steered by rallying champions like Mr. Sirish Chandran, Mr. Rahul Kantharaj and Mr. Shailendra Hegde. The customers and car enthusiasts were visibly impressed by the power, handling and other unique abilities of Cedia.



Rallying ace and veteran auto editor, Mr. Sirish Chandran, commented, "It's only a drive in the Cedia that can give you a real feel of this marvelous car. Having driven it to victory in several rallies, I understand Cedia as well as a buddy. However, the HM-Mitsubishi Cedia drive event has enabled so many potential customers and auto enthusiasts to share the experience which has been largely the preserve of rallyists."

Mitsubishi Cedia has to its credit 34 trail-blazing victories in World Rally Championship and Federation Internationale de l' Automobile circuits. Closer home, Cedia has been winning Western India Sports Association's INRC annual rounds consecutively since 2006.

In the recently conducted Federation of Motor Sports Clubs of India's (FMSCI) Speed Indian National Rally Championship (INRC) 2011, out of the 28 participating vehicles, as many as 11 were Mitsubishi Cedias which bagged all the top honours at the Rally of Maharashtra, Nashik, and Rally of Chennai, rounds 1 and 2 of INRC rally respectively.

Another highlight of the event was the delivery of Mitsubishi's world renowned street rally car Lancer Evolution X to Mr. Naren Kumar at Mitsubishi's Coimbatore dealership Anamallais Automobiles P Ltd., Mettupalayam Road. The car, which is a powerhouse on wheels, is Mr. Kumar's dream vehicle. Incidentally, the veteran rally ace hails from Coimbatore and has tasted victory in several rallies driving Mitsubishi Cedias.

Speaking on the occasion, Mr. Naren Kumar said, "This is a one-of-a-kind event and I congratulate HM-Mitsubishi for bringing car rallying closer to all by giving them a feel of the actual experience on the race tracks. More and more youngsters with a passion for speed are

getting into the rally circuit these days and their obvious choice is the undisputed leader in the rally car segment, Mitsubishi Cedia.”



Mitsubishi Motors Corporation ventured into the Indian market through its association with CK Birla Group's Kolkata-headquartered Hindustan Motors Limited, India's pioneering automobile manufacturing company, in 1998 to form HM-Mitsubishi Motors. Starting with Lancer, HM-Mitsubishi has launched other vehicles in the Indian market including the legendary Pajero, Cedia, Montero, Outlander and Lancer Evolution X popularly known as Evo X.

Hindustan Motors Limited's manufacturing facilities are situated in Uttarpara (West Bengal) where it manufactures, among other vehicles, the iconic Ambassador, Pithampur (Madhya Pradesh) and Tiruvallur (Tamil Nadu) where the Mitsubishi range of cars is manufactured. Hindustan Motors is committed to core values of quality, safety and environmental care, combined with customer-oriented total solutions.

HM-Mitsubishi currently has 44 dealerships and 50 customer touch points across India including key cities like Chennai, Mumbai, Bengaluru, Delhi, Ahmedabad, Pune, Hyderabad and Kolkata.

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