



For immediate release

Mitsubishi Motors takes its full product range to Diamond City

14th November 2009, Surat: HM-Mitsubishi Motors' authorized 3 S (Sales, Service and Spare-parts) dealership, under the auspices of 'Auto Point Car Division' is now fully functional in Surat. The dealership was inaugurated by Mr. Alok Kapoor, Head – Dealer Development, Mitsubishi Division, Hindustan Motors, in the presence of other company officials here today.

Speaking on the occasion, Mr. Alok Kapoor said, “The launch of Mitsubishi Motors dealership in Surat is a sign of our commitment to our customers in increasing our presence across important cities in India. Surat is an important market to us due the tremendous scope it has for our performance vehicles. In Auto Point Car Division we found the ideal partner who knows the market thoroughly and is a trusted brand in automobile dealerships across Surat and its adjoining areas.”

The dealership is located on Pune-Khambariya road which is the hub for all major automobile dealerships. Auto Point Car Division is built on 8500 square feet of area from which the display area is about 3200 square feet and remaining is the service workshop. The workshop has 10 service bays and the dealership can service around 25 cars in a day with the support of 20 highly trained professionals which it has employed. Auto Point Car Division is owned by Mr. Inderjeet Singh Ghura who is ably supported by his two sons – Mr. Tarun Pal Singh and Mr. Pavandeep Singh Ghura. The Ghura family has earned the complete trust of Surat market with immense experience in automobile industry.

Mitsubishi Motors' brands, like all across the world, in India too have been highly appreciated and have proved their mettle in performance and endurance. The premium SUV segment currently is witnessing an exciting phase as all the three premium SUVs from the Mitsubishi stable viz. Pajero, Outlander and Montero are doing brisk business in their respective segment. Its newly launched Cedia Sports is being appreciated by auto aficionados and the Lancer still rules the roost.

With the opening of this dealership the total number of Mitsubishi showrooms in Western India today up by fourteen while the figure goes up by thirty nine for Pan India.



The price range of Mitsubishi products ex-showroom is as follows:

Outlander: Rs. 20.69 lakhs

Cedia Sports: Rs. 9.90 lakhs

Montero: Rs. 42.88 lakhs

Pajero: Rs.20.64 lakhs

Lancer: Rs.7.13 to Rs. 8.11 lakhs

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