



Mitsubishi Pajero Sport for Rs. 23.53 lakh, Carnstyle, March 12

More than a year after launching EVO X, Hindustan Motors has now launched the Mitsubishi Pajero Sport SUV in India at Rs. 23.53 lakh. The Japanese automaker will be initially importing the product from Thailand as a Completely Built Unit (CBU) with local assembly from CKD kits to kick in during the end of this year. Once its bookings start from March 13, 2012, it will be taking on Toyota Fortuner, Ford Endeavor, Chevrolet Captiva, Renault Koleos, Hyundai Santa Fe and the entry-level variant of BMW X1. The Pajero Sport was unveiled at a launch ceremony graced by A. Sankara Narayanan, Director, Hindustan Motors, and Masahiko Ueki, Executive Officer and Corporate General Manager of Asia and ASEAN Office, Mitsubishi Motors Corporation, Japan.

Speaking on the occasion, Sankara Narayanan asserted, "Pajero Sport introduces a new generation of SUV thinking, fusing fun and comfort of urban driving with the thrill and excitement of all-terrain off-road driving. It is a perfect amalgamation of power, luxury, style, safety and comfort." When queried on the sales expectations of the new model, he said, "In

the first 12 months, we are looking for around 4,000-5,000 units."



The four-wheel drive off-roader is powered by a 2.5-litre VG turbodiesel engine generating a 178 PS of maximum power and 400 NM of peak torque. The engine is mated to a 5 speed manual transmission system with its automatic transmission variant's availability not yet confirmed by the company. Since the Pajero Sport has been

launched in a single variant, most of the safety features like two airbags; ABS and EBD come as standard piece of kit. On-demand super select 4WD facility, rear stabilizer, and a turning radius of 5.6 metres are other useful bits.

Ueki informed the media that Pajero Sport has been well accepted by Asian customers as a new type of urban premium SUV. It has comprehensively outdone the competition in the Asian countries where it has already been launched. "We are confident that Pajero Sport will do superbly in India as well," he added. He went on to add the Mitsubishi is planning to plans to introduce more vehicles in India, especially in the compact car segments, to maximise its volumes. "We are aware that India is a small car market and we are actively considering entering that segment. We will have to first ramp up our sales and service network to serve our customers better." Ueki has informed that the Pajero SFX SUV will be phased out once its sports version rolls off the assembly line later this year.

It is to be mentioned that the Tokyo-headquartered company has an agreement with India's oldest car company under which the latter assembles the former's Lancer and Cedia sedans as well as sport-utility vehicles Pajero SFX and Outlander at a facility in Thiruvallur in Tamil Nadu. The current capacity of the Chennai plant is about 12,000 units a year.