

Mitsubishi Pajero 'Heart-in-Mouth' rally, ZigWheels, July 25

13 times Dakar Rally Champion, the Mitsubishi Pajero, now has an off roading event in India. Read on to know more

The Mitsubishi Pajero has been around the world since 1982. And in its near three decade run the SUV has managed to carve out quite a niche for itself. Off-road enthusiasts all over the world know the Pajero and respect it for its ability to tackle all sorts of inhospitable terrain. In India off-road enthusiast know what the Mitsubishi Pajero is capable of but for those who do not Hindustan Motors Mitsubishi Motors India and their partner company have decided to let the unaware know the legendary off-roading capability of the Pajero. The Mitsubishi Pajero is not one of those SUVs that run off the moment they see a patch of grass and are meant just for cruising around town. Amongst the most capable off-roaders in the world its right up there and does total justice to the SUV name.



The first leg of the 'Heart-in-Mouth' rally kicked off yesterday in Ludhiana. Many owners of the Mitsubishi Pajero turned up from Punjab and Chandigarh to drive their Pajeros on a 40 kilometre intensive off-road course. The course was designed to prove the rugged and capable off-road characteristics of the Pajero. The terrain which consisted of rocky terrains that included dirt roads, water crossings on the Sutlej river bed, mud and slush, uphill and downhill gradients was a challenging driving experience on extreme driving conditions.

The first leg of the Heart-in-Mouth rally was flagged off from Hotel Sarovar Portico in Ludhiana. The latter stages of the rally will take place in Delhi, Vadodara, Pune, Coimbatore and Bengaluru. The Heart-in-Mouth rally has been approved by the Federation of Motor Sports Club of India (FMSCI). Northern Motorsports is the official partner for the event. The entire Ludhiana event from route reconnaissance, briefing participants about the course, providing back-up vehicles and expert drivers was managed by Northern Motorsports.



One of the participants in the rally Mr. Arvind a Businessman from Jalandar commented on the event by saying, “I have driven the Pajero extensively through Rajasthan and hilly terrains. I own four Mitsubishi vehicles – three Monteros and one Pajero. I think it speaks for itself about my love for the sturdy and elegant Mitsubishi cars. This is the first time that I participated in a rally. It was indeed a highly exciting experience.”

The Head of Marketing and Channel development for [HM-Mitsubishi](#) Mr. Yoshiaki Wada, 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 Pajero on a common platform where they may bond and share their Pajero experiences. We will organize similar rallies in Delhi, Vadodara, Pune, Coimbatore and Bengaluru in the coming months."



The current generation Mitsubishi Pajero SFX in India is two decades old, but is modified with lightweight high tensile steel panels which give the body all terrain rigidity. The Pajero with its power-train, body components, suspension, ladder frame chassis with cross members is a tried and tested off-roader which can easily take modern day off-roaders head on.

<http://www.zigwheels.com/news-features/news/mitsubishi-pajero-heartinmouth-rally/9030/1>