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Mitsubishi dealership launched in Hisar by Hindustan motors, Zimbio, July 17

Hindustan motors, one of the leading automobile manufacturers in the country, has started a Mitsubishi dealership in Haryana in its Hisar district. This will be an authorized dealership offering 3S (sales, services and spares) to the customers. The dealership named as M/s Confident Automobile's Showroom was inaugurated by the head of sales and channel expansion of Hindustan Motor's Mitsubishi range, Mr. Ashish Kaul. This dealership will offer Mitsubishi's world renowned sport utility vehicle (SUV), Pajero Sport.



Hindustan Motors Limited as the name suggests is an Indian automobile manufacturer located in West Bengal since 1948. Initially it was headquartered in Gujarat at Port Okha. This company was established in the year 1942 by none other than Mr. B.M. Birla. Until the establishment of Maruti Udyog, HM was India's largest car manufacturer. HM had developed a joint venture with Mitsubishi in the year 1998. This alliance holds a manufacturing facility in Tamil Nadu. HM manufactures usually outdated Mitsubishi models after it has been terminated at the company's other plants.

Mitsubishi Pajero is a sport utility vehicle that was launched by the company in the year 1982. It was called by different names in different markets. In India, it was called the Mitsubishi Montero which means mountain climber. At present, Pajero is in its 4th generation and is sold worldwide except for America. The Pajero Sport was launched in the year 1996 in Japan but it reached India only in 2008. The Indian Pajero Sport is a 2nd generation model. It is equipped with a 2.5 litre DOHC turbo

charged diesel engine. It has a maximum output of 175 bhp and a torque of 400 Nm. It offers a mileage of 12 km/litre. It is sold with a price tag of Rs 23.12 lacs.

Since HM has a joint venture with Mitsubishi, it is extending its dealership in India. The showroom inaugurated in Haryana is a step to increase Mitsubishi's penetration in the Indian market. The M/s Confident Automobile Showroom is owned as well managed by Mr. Abishek Jain. He has a considerable sales and service experience in the Hisar district of Haryana. This showroom has an area of 4500 sq. ft and lies on the Delhi road opposite Vidyut Nagar in Hisar. Apart from this, the dealership also endorses a 6,756 sq ft of servicing area as well a 1000 sq ft of spare parts area on the same premises. This dealership, with its 11 attendants and 7 bays, can manage 15 cars each day. The company has also appointed 8 highly experienced salesmen.

A company official at this inauguration said that "Hisar is fast developing as a counter magnet city to the national capital region. Thanks to a large number of steel units here, Hisar is already known as the steel city in these parts. The city is developing rapidly as a business hub and is attracting more and more professionals and businessmen. It is indeed a pleasure introducing world- class Mitsubishi vehicles to this city. Our latest vehicle, Pajero Sport, will certainly attract the movers and shakers of Hisar."

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