

New Pajero Sport introduced by Hindustan Motors in Indian auto market, Cartrade, March 15

Hindustan Motors Limited (HML), the pioneering car company of India under a technical agreement manufactures Mitsubishi cars in the country. The company has now introduced the upgraded version of Pajero Sport in the market. Pajero is a legendary Sports utility Vehicle (SUV), which has attained huge reputation in the industry. The legendary SUV also won the Dakar Rally, which is world's toughest driving contest.



On 12th March 2012 at the news media conference, Pajero Sport was showcased by the Director of Hindustan Motors, Mr. A Sankara Narayanan along with Executive Officer and Corporate General Manager of Asia and ASEAN Office, Mitsubishi Motors Corporation, Japan, Mr. Masahiko Ueki.

The car is equipped with a VG turbo engine that has potential to generate maximum power of 176 hp with a peak torque at 400 Nm. Although the new Pajero Sport holds a performance oriented engine, it does not compromise in fuel efficiency. Along with these, the upgraded version of Pajero holds certain remarkable specifications, such as rear stabiliser, on-demand super select 4 WD facility, and a turning radius of 5.6 meters.

Pajero Sport has several other features such as robust build quality, stylish aesthetics, creature comforts, absolute power, and versatile driving dynamics due to which it may perform better than its earlier model. All these features justifies Pajero Sport slogan Go. Play. In 2011, major turmoil has been registered in the SUV segment that grew by 18 percent, however, sales of Pajero increased by 28 per cent.

On the launch ceremony, Mr. Narayanan said that the existing version of Pajero had always provided its owners with unique aura and standing because of repeated participation in tough car rallies across the globe. He stated, "Pajero Sport, launched in India today, 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."



During the rein of Mr. Narayanan, Hindustan Motors entered into a legal agreement for marketing and manufacturing of Mitsubishi vehicles from the Chennai unit of HM. In 2002, when Mr. Narayanan was holding the position of Managing Director in HM, Pajero was launched by the company.

Mr. Ueki told media that Pajero Sport is widely appreciated by the Asian customers as an urban premium SUV. The new car is already launched in Asian countries and has substantially outperformed among its competitors. He further added, "We are confident that Pajero Sport will do superbly in India as well."

About the joint venture between HM and Mitsubishi Motors, Mr. Ueki said, "I would like to express my commitment that Mitsubishi Motors will continuously introduce new models in the Indian market."

During the initial sages, the car will be offered to the Indian buyers as a Completely Built Unit (CBU) with a price tag of Rs. 23.53 lacs (ex-showroom New Delhi). However, the bookings of this new Pajero Sport will commence from 13th March 2012.

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