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New Pajero launch unlikely in auto show

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KOLKATA: The new Mitsubishi Pajero launch will be delayed and is now set to miss the January 2012 Auto Expo, it was learnt. It is now likely to be launched in the first quarter of 2012.

Making this announcement, Manoj Jha, Managing Director of Hindustan Motors, which makes and markets Mitsubishi Motors Corporation's Pajero and other premium vehicles, said: "We had decided to launch Pajero and other new variants from the HM stable at the Auto Expo 2012 in New Delhi. However, some dislocation of operations at Mitsubishi Motors' Thailand facility, due to the natural calamity and unexpected events, compelled us to alter our plans." The new model is available in most parts of the world, including Nepal, it was learnt.

The rescheduled launch of Pajero and other vehicles will start from the first quarter of 2012. Indications were that the Pajero launch might happen around February, 2012. The Pajero SUV enjoys a good market, especially in North India, and the new launches (of Pajero and Ambassador variants) are expected to help

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the company ramp up its volume. Pajero is HM's best-selling vehicle and is produced at its Tiruvallur plant in Tamil Nadu through a technical collaboration with Mitsubishi Motors.

"One of our passenger car variants is expected to get approval from the Automotive Research Association of India soon and other commercial variants built on the Ambassador platform are also in the pipeline," according to Mr. Jha.

Sources declined to comment on pricing saying that pricing would have to be competitive. Toyota SUVs give good competition to HM in this segment.

Hindustan Motors reported a net loss of Rs.22.36 crore on an income of Rs.144.60 crore for the quarter ended September 2011. Its operational loss and net loss were higher than the same quarter of 2010.