



## **PRESS RELEASE**

### **HM launches Mitsubishi dealership in Hisar**

**HISAR, JULY 15, 2013:** Hindustan Motors Ltd. (HM) launched its Mitsubishi range dealership in Hisar here today.

The authorized 3S (sales, service and spares) dealership, M/s Confident Automobile's showroom was inaugurated by Mr. Ashish Kaul, head of sales and channel expansion of HM's Mitsubishi range of vehicles. The dealership will be showcasing Mitsubishi's globally acclaimed sport utility vehicle Pajero Sport, winner of BBC Top Gear's 'Off-roader of the Year 2012' award.

Commenting on the event, a company spokesperson stated, "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."

M/s Confident Automobiles is owned and managed by Mr. Abhishek Jain who has significant experience in automotive sales & service in this region of Haryana. The 4500-sq. ft. showroom is located on Delhi Road, Hisar, opposite Vidyut Nagar. In addition to its showroom, the dealership has a 6,750-sq. ft. service workshop and 1000 sq. ft. of spare part area within the same premises. Seven bays and 11 service attendants can take care of 15 cars in a day. The dealership employs eight well-trained personnel for sales.

#### **About Hindustan Motors Limited**

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner's 1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its

Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM has manufactured/ marketed premium Mitsubishi passenger vehicles from its third plant situated at Thiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

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