



## PRESS RELEASE

# Pajero Sport to debut in Heart-in-Mouth adventure

**BENGALURU, March 21, 2013:** Garden city Bengaluru and the country's IT hub is all set to witness Mitsubishi's latest sport utility vehicle, Pajero Sport, on March 24, 2013 at Wonder Valley resort here.

CK Birla Group's Hindustan Motors Ltd., which manufactures, assembles and markets renowned Mitsubishi automobiles in India under a technical collaboration, will conduct an adrenaline-pumping boot camp for owners of the macho SUV Pajero Sport which was launched in India a year ago. The popular Heart-in-Mouth Pajero event, which has been, over the years, organized as a rally covering the toughest of terrains across the country, is being conducted in a different but equally adventurous format this time, beginning with Bengaluru. Mr. P.Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant, will be inaugurating the event.

A large number of Pajero Sport owners hailing from Bengaluru, Mangalore and Kochi will test the mettle of their robust and rugged SUVs across a specially prepared obstacle track being created at Wonder Valley resort here. The challenging terrain will comprise seven difficult-to-tackle patches including water body, rocky bed, muddy and slushy terrain, diverse gradients, etc. The participating Pajero Sport SUVs will be divided into batches of 10 each, with one batch following the other. Each batch is expected to cover the complete obstacle course in about 60 minutes time.

Mr. Uttam Bose, MD & CEO, Hindustan Motors Ltd., stated, "We are confident that the Bengaluru boot camp will be a big success and will enable Pajero Sport owners to fully realize the true potential of this legendary SUV whose predecessor holds the record of winning the world's toughest car contest – the Dakar Rally – as many as 13 times. The newly launched Pajero Sport is more than a notch above its ancestors like Pajero SFX, Pajero GLX etc. The event will also help Pajero Sport owners bond better with one another and share experiences of real off-roading."

Notably, Pajero Sport was adjudged 'Off-roader of the Year 2012' by BBC Top Gear. The year 2011 had witnessed Pajero owners taking part in the tough Heart-in-Mouth rally in Ludhiana, Delhi and Vadodara.

The March 24, 2013 event will give the proud owners of Pajero Sports not only a chance to test their driving skills across an obstacle-strewn course but will also provide them an opportunity to avail of a 50-point free check-up like top up of all oils, minor servicing, etc. at the Wonder Valley resort venue and a discount on labour charges during their next first visit to the local dealership.

### **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 manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur 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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