

Press Release

HM introduces All New 2012 Mitsubishi Outlander

KOLKATA, March 29, 2012: Hindustan Motors has introduced an upgraded Mitsubishi Outlander 2012. The stylish and sophisticated SUV was launched earlier in 2010.

Outlander's 2.4-litre engine delivers 170-PS power and 226-Nm torque making it apt for both on-road and off-road driving. The feature-rich Outlander offers smart specifications such as keyless operating systems, highly capable Rockford Fosgate premium 710 watt music system with 6 CD changer and USB port, row seating with tumble function, split tail gate, paddle shifters and cruise control. High contrast meter combination, leather upholstery and 3-spoke leather wrapped steering wheel with audio controls in the interior enhance the style and luxury quotient of the vehicle. In the exterior, the jet fighter type front grill complements the suave and stylish look of the vehicle besides HID headlamps with AFS. ABS and EBD along with RISE (Reinforced Impact Safety Evolution) body and dual frontal airbags make the Outlander an extremely safe vehicle for its passengers.

The new Outlander's two additional rear seats, particularly for children, make it an ideal vehicle for a complete family.

The vehicle is priced at Rs. 20.55 lac ex-showroom Delhi.

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 1.5 XD PLUS (diesel) and Winner 1.8 XD

PLUS (CNG), small commercial vehicle VEER and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger cars 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 Pajero (2002), Cedia (2006), Montero (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.

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

For more information, please contact:

Rajiv Saxena

Senior General Manager - Corporate Communications,
Hindustan Motors Ltd.,
Birla Building, 14th floor,
9/1, R. N. Mukherjee Road,
Kolkata – 700 001

Telephone: 30410900, 30573700

Uttarpara plant: 033-26647353 (Direct)

Mobile: 09674741919

E-mail: rajiv.saxena@hindmotor.com

www.hindmotor.com

www.mitsubishi-motors.co.in

Monalisa Banerjee

Manager-Corporate Communications,
Hindustan Motors Limited,

Mobile: 09051251110

Telephone: 033 22623390 (Direct), 30410900, 30573700 Extn. 2048

E-mail: monalisa.banerjee@hindmotor.com