



## **Pajero Sport wins BBC Top Gear's Off-roader of the Year 2012 award, IIFL, December 21**

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Mitsubishi's SUV Pajero Sport, which was launched by Hindustan Motors Ltd. this March, has been adjudged Off-roader of the Year 2012 by auto magazine BBC Top Gear.

Uttam Bose, Managing Director, Hindustan Motors Ltd., received the prestigious award at a

gala function organized by BBC Top Gear at the Kingdom of Dreams in Gurgaon on December 10.

Speaking on the occasion, Bose said, "This award is yet another endorsement of Pajero Sport's invincibility across all terrains, especially the rough and tough one. This mighty sport utility vehicle, which has the unique distinction of having won the world's toughest car contest – Dakar Rally – consecutively for 13 times, is a testimony to the strong collaboration between Hindustan Motors and Mitsubishi Motors Corporation of Japan."

Significantly, the C K Birla Group's Hindustan Motors manufactures, assembles and sells Mitsubishi passenger vehicles in India as per a technical collaboration signed by the two companies in 1998. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Pajero SFX (2002), Cedia (2006), Montero (2009), Outlander (2010) 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.

In its Awards 2012 edition brought out in December, BBC Top Gear had the following to say about Pajero Sport in an article headlined The Legend Lives On: "The Pajero Sport's simplicity translates into reliability. And when the road disappears, reliability can be the difference between life and death."

<http://www.indiaonline.com/Markets/News/Pajero-Sport-wins-BBC-Top-Gears-Off-roader-of-the-Year-2012-award/5570066271>