

# HINDUSTAN VICHAR

## Pajero Sport's Anniversary Edition, Hindustan Vichar, July 16

CHENNAI, July 16, 2013: Mitsubishi Pajero Sport's fans and sport utility vehicle connoisseurs have something special to look forward to. Having delighted thousands of customers following its launch in India a year ago, the robust yet luxurious SUV will very soon be available in its Anniversary Edition avatar, packed with attractive features in keeping with the demand of customers and prospects.



Adjudged 'Off-roader of the Year 2012' by the prestigious BBC Top Gear magazine, Mitsubishi Pajero Sport, which is manufactured at Hindustan Motors Ltd.'s plant in Thiruvallur near Chennai, has built up an enviable following in its SUV segment. Pajero's success in the world's toughest inter-continental automobile racing contest, the Dakar Rally, over the years is unmatched. Its reincarnation in 2012 as Pajero Sport has proven the legendary off-roader to be a refined car for urban traffic as well.



Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., "The launch of Pajero Sport Anniversary Edition is a reflection of our customer-centric approach and also the success of the vehicle during the last one year. In our endeavour to give maximum value to customers we have incorporated new features based on their feedback. We are confident that the additions will contribute to customer delight and consolidate Pajero Sport's position as a true SUV which matches the needs of city driving as well. Pajero Sport buyers are bound to feel the difference. The Anniversary Edition will enable the buyers to celebrate the legacy with style."

The new features will include touch screen audio system with GPS navigation and rear view camera, sporty rear spoiler, body colour bumper and mud guard along with Anniversary Edition emblem. Among other novel facilities will be super select 4WD which provides freedom of choosing 4X2 for fuel efficiency or three different types of 4X4 to tackle any terrain. The Anniversary Edition continues to offer state-of-the-art high quality interior, unmatched by competition.



#### 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.