



## PRESS RELEASE

# Pajero Sport's Anniversary Edition Attracting New Buyers

*New features add style to legacy*

**BENGALURU, August 24, 2013:** More and more Mitsubishi Pajero Sport's fans and sport utility vehicle connoisseurs are taking fancy to the legendary SUV's recently launched Anniversary Edition. The robust yet luxurious vehicle is 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 by Kolkata-based Hindustan Motors Ltd. at its 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.

Speaking on the occasion, Mr. P.Vijayan, Chief Operating Officer of Hindustan Motors' Chennai car plant, said, "It is indeed heartening to introduce Pajero Sport Anniversary Edition to Bengaluru, the Silicon Valley of India. Bengaluru is India's fifth-most populous urban agglomeration. This huge population belongs to the most flourishing and prosperous sections of Indian industry like technology, heavy industries, aerospace, telecommunication, etc. It is, therefore, apt that the city shakes hands with the world's most acclaimed SUV and that too in its upgraded avatar. Pajero Sport Anniversary Edition is perfect amalgamation of the latest in automobile technology and legacy reminiscent of its unmatched performance in the toughest of rallies and terrains. Packed with new features based on customer feedback, the Anniversary Edition has delighted its buyers with the way it tackles both city roads and off-road topography. It is an off-roader and city slicker combined. I am confident that this Mitsubishi vehicle will find many takers in Bengaluru and the rest of the state which are known for patronizing the real premium vehicles."

The new features 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 and stylish decal on either side. Among other novel facilities are 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 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), and auto components at its Uttarpura 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 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, was launched on March 12, 2012, and has been heartily welcomed by customers. Its Anniversary Edition was launched in August 2013.

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

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