

## **‘Summer Camp 2012’ for Mitsubishi Vehicles - Infibeam, May 16**

Hindustan Motors Ltd. shall conduct a 3-day free summer service check-up camp for its Mitsubishi range of vehicles from May 17 to 19 at its dealerships all over the country.

The objective of the customer-centric exercise is to enable owners of Mitsubishi vehicles like Pajero, Montero, Outlander, Cedia and Lancer to enjoy hassle-free driving during the harsh summer months.

Customers will be able to avail of vehicle AC check-up, top-up of all vehicle fluids, assessment of vehicle condition, battery check and water wash – all free of cost.

Also, labour and parts will be provided at special price if a vehicle is inspected during the summer camp and is brought for servicing latest by June 19, 2012. Special price will also be offered on car care products and additives.

### **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.

[http://news.infibeam.com/blog/news/2012/05/16/summer\\_camp\\_2012\\_for\\_mitsubishi\\_vehicles.html](http://news.infibeam.com/blog/news/2012/05/16/summer_camp_2012_for_mitsubishi_vehicles.html)