

Mitsubishi Set To Launch New Pajero In 2012, Drive Spark, December 22



Mitsubishi Motors has revealed that it will launch a new version of the Pajero premium SUV in the first quarter of 2012. The Pajero has been the most notable model from Mitsubishi in India and was long due for an update.

The 2012 Pajero was expected to be launched at the Delhi Auto Expo in January but it has been delayed. Hence Mitsubishi decided to cancel its booking at the expo. Its joint venture partner Hindustan Motors has also walked out of the expo as it does not have any new model to display.

Speaking about the new Pajero, Manoj Jha, Managing Director of Hindustan Motors Limited, which manufactures and markets Mitsubishi Motors Corporation's Pajero and other premium vehicles also in India, said: "We had decided to launch Pajero as well as new variants from the HM stable at the Auto Expo 2012 in New Delhi. However, some dislocation of operations at Mitsubishi Motors' Thailand facility due to natural calamity and unexpected events compelled us to alter our plans for participation in the auto show."

Mr Jha has also hinted at a possibility of another new model when he said: "One of our passenger carrier variants is expected to get approval from Automotive Research Association of India (ARAI) soon. Other commercial variants built on the Ambassador platform are also in the pipeline. Market research is being conducted across different states to elicit customer feedback on the new products. The rescheduled launch of Pajero and HM stable vehicles will start from the first quarter of the coming year (2012) with appropriate publicity."

Mitsubishi's partner Hindustan Motors (HM) is hoping to boost its volumes by launching new products. Mr Manoj Jha said: "The company is confident of ramping up volumes through these variants. We will start rolling out our new product portfolio from the next quarter onwards. We hope that it will add significant volume to the company in the months to come." HM recently launched the single cab version of the Ambassador called the Veer.

<http://www.drivespark.com/four-wheelers/2011/22-mitsubishi-launch-new-pajero-2012.html>