



Hindustan Motors-Mitsubishi Plans to Launch New Cars in 2012, Incarz, December 22

The Hindustan Motors-Mitsubishi joint venture is planning to launch new cars, including the new Pajero SUV, in the first quarter of 2012 in India

December 22, 2011: The joint venture of Hindustan Motors and Mitsubishi is planning to launch new cars in India, which will also include the much awaited and anticipated new Pajero SUV. Hindustan Motors-Mitsubishi joint venture is all set to launch these new cars in the first quarter of 2012. HM-Mitsubishi was looking for unveiling these new cars at the Delhi Auto Expo, but Mitsubishi had to change its plan due to the recent Thai flood.

The MD of Hindustan Motors Ltd., Mr Manoj Jha 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."



Hindustan Motors-Mitsubishi joint venture began in 1998 and the manufacturing unit of the venture is located in Thiruvallur, Tamil Nadu. Currently, the cars available in India with their combined efforts include Lancer, Lancer Evo X, Cedia, Pajero, Montero and Outlander.

Speaking of the new cars to be launched in India next year, Mr. Manoj Jha 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.”

“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,” Mr. Jha further added.

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