

Hindustan Motors Mitsubishi To Launch New Pajero, Infibeam, December 24

Other Vehicles In First Quarter Of 2012

The much awaited new model of the legendary SUV Pajero will be launched in the first quarter of year 2012.

Making this announcement, Mr. Manoj Jha, Managing Director of Hindustan Motors Limited, which manufactures and markets **Mitsubishi** Motors Corporation's Pajero and other premium vehicles also in India, stated here today, "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."

"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," Mr. Jha added.

Hindustan Motors had recently launched a new variant for commercial applications. "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," the Managing Director said.

About Hindustan Motors Limited

Hindustan Motors Limited, India's oldest automobile company belonging to 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, aggregate assembly units for engines, axles etc and a strong R&D wing, the company currently manufactures the Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), and 800-kg payload cargo vehicle Veer and Veer LX in diesel and CNG versions at its Uttarpara plant. The company also manufactures automotive components here.

The company runs operations in Pithampur near Indore in Madhya Pradesh too where it produces both versions of Winner.

Hindustan Motors has a technical collaboration with Mitsubishi Motors Corporation of Japan and, under this license, produces and markets premium passenger cars viz. Lancer, Pajero, Cedia, Montero, Outlander and Evo X. The plant for the Mitsubishi range is situated at Tiruvallur near Chennai in Tamil Nadu.

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

http://news.infibeam.com/blog/news/2011/12/24/hindustan_motors_mitsubishi_to_launch_new_pajero.html