

Mitsubishi to roll out Outlander in Sept

Mulls expanding sedan range, to set up dealer network

Our Bureau

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Hindustan Motors is set to add more dealerships in the country for a pan India presence to facilitate Mitsubishi Motors to reach out in new centres and also facilitate roll out of a wider model range.

Mitsubishi Motors is viewing India aggressively and plans to launch its popular global sports utility vehicle Outlander by September this year and is also looking at expanding the range in the sedans, including the CNG variant of sedan Cedia, according to Mr Y.V.S. Vijay Kumar, Vice-President and Strategic Business Unit Head, Chennai Car Plant, Hindustan Motors.

Cedia is already offered in LPG option.

Mitsubishi, which has a wide range of models globally, is now looking at expanding the company product portfolio. From just one model two years ago, the company now offers four models Lancer, Cedia, Pajero and Montero.

Montero has done much beyond initial expectations and the roll out of Outlander SUV will be able to address the segment now filled by Honda CRV and Chevrolet Captiva.

"The company now has 43 dealers, of them eight were added in the last two months and we expect to add seven more by the end of this year," he said.

The company now sells about 500-600 vehicles a month on an average, of them

three models are assembled in the Chennai plant. The company expects its capacity of 24,000 vehicles to be met within a couple of years as more models are rolled out in the country.

RAIMA MOTORS

Addressing newsmen here after the launch of Raima Motors, the new dealer for Mitsubishi and Hindustan Motors, Mr Vijay Kumar said "This dealership expansion was a step towards scaling up Mitsubishi operations in India.

Apart from expanding dealership network, the company has slashed its spare parts prices by about 35 per cent, which has received very encouraging response in the marketplace."