

## Hind Motors plans to enhance Mitsubishi dealership network

**Corporate Bureau**

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Hindustan Motors (HM) of the CK Birla group is planning to enhance Mitsubishi dealership network to 50 by the end of December 2008 from the current level of 43. The company will soon be adding dealerships in Nasik, Chennai and Amritsar.

Speaking at a press conference here on Saturday, YVS Vijay Kumar, vice-president and SBU head, Chennai car plant of HM said, "we have done very well over the last two years. From one brand we have moved to four brands now, thereby increasing the product portfolio. Besides, we have also increased the dealership network. From 30 dealerships last year we have gone up to 43 as of today. The plan is to have at least 50 dealers across the country by the end of the calendar year." He was here in the city to inaugurate the 43rd dealership of the company for Mitsubishi products.

He said, Mitsubishi is very aggressive in India as the country has huge growth potential. "We want to take advantage of this by expanding our product range coupled with a strong dealership network. In fact, in September 2008, we will be introducing 'Outlander' in India. It is a premium SUV which has seen success worldwide," he said. Currently, through its products 'Pajero' and 'Montero', the company holds about 20% market share in the premium SUV category.