

HM-Mitsubishi plans more SUVs

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Hindustan Motors-Mitsubishi is planning to launch one model every six months as part of their growth plan. The company which is selling four models, including Pajero, Lancer, Cedia and Montero, will launch another SUV Outlander in August-September. "We are concentrating on the SUV segment on the basis of good customer response for our models. We are witnessing good growth since we shifted our focus towards premium sedans," said Mr Y.V.S. Vijayakumar, Vice-President, Hindustan Motors.

The company is selling around 450 units per month, showing a 40 per cent growth from the previous year. The first company-owned showroom of HM-Mitsubishi was opened in Mumbai on Wednesday. This is the 41st showroom of the company. "We have aggressive growth plan for India. We are going to expand our dealerships and product portfolio," said Mr Vijayakumar. This year the company plans to add five new showrooms in Maharashtra alone. The company is manufacturing all models, except the premium SUV Montero, which is being imported from Japan as completely built unit.

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