



## **HM-Mitsubishi Motors launch Montero 09 in India**

**Mumbai, 25<sup>th</sup> March 2009:** Hindustan Motors and Mitsubishi Motors have launched their premium SUV the Montero 09 here today. The Montero 09 is a crowned Dakar rally winner for an unprecedented twelve times. The SUV was launched by Mr. R. Santhanam, Managing Director, Hindustan Motors Ltd. Also present at the launch were Mr. Y.V.S Vijay Kumar, Executive Vice-President and SBU Head –Chennai Car Plant, Hindustan Motors Ltd. and other company officials.

The exterior of the Montero 09 comes with a refreshingly new chrome-plated front grill making it even more appealing than ever before. This vehicle also has a new seven spoke 17” light alloy wheels which enhances its overall sporty image. The Montero 09 is fitted with Yokohama tubeless radials which enables it to cross rocks, mud, snow and river with ease and is capable of extreme off-roading.

The launch of Montero 09 coincides with HM-Mitsubishi’s inauguration of their second fully-owned showroom – “Autodrome” in Mumbai. The showroom, which opened for business in the Atria Mall, Worli, and Mumbai, incorporates Mitsubishi Motor’s key retail-design elements.

Mr. Santhanam said: "Mumbai has been one of our fastest-growing markets over the past few years. Bringing Mitsubishi Motor’s to Worli is a logical response to that development. In order to build a sustainable, successful business, you have to be present in a market. It is important that we remain committed to our ambitious expansion plans."

Santhanam added that Mitsubishi Motors has come to Atria Mall to meet the rising demand for HM- Mitsubishi’s luxury vehicles.

This showroom is located in the ground floor of the plush Atria Mall in Mumbai’s business district of Worli and is well connected with other parts of the city. It will showcase only the top-of-the-line products of Mitsubishi Motors for its upwardly-mobile customers.

The Montero 09 is available in both automatic as well as manual transmission version and comes in six exhilarating colours. Black Mica, Deep Blue Mica, Sophia White have beige leather interiors which gives it a warm and elegant appeal. Platinum Beige Metallic, Cool Silver Metallic and Red Metallic have black leather interiors giving a cool sporty look. The Manual Transmission (MT) comes in Cool Silver Metallic and Sophia White while the Automatic Transmission (AT) is available in all six sparkling colours.



HM-Mitsubishi's philosophy of "One Country-One Price" has led to the pricing of both AT and MT versions of Montero 09 to Rs 41.94 lakhs ex-showroom. The vehicle comes as Completely Built Unit (CBU) and is imported directly from Mitsubishi Motors, Japan.

### **Montero 09 – Highlights**

- 3.2 litre, Turbo Charged intercooled diesel
  - Peak Power – 164.5 Ps
  - Torque – 383 Nm
- Common Rail Direct Injection (CRDi)
- Automatic Transmission & 5-Speed Manual transmission
- Super Select 4WD (SS4-II)
- All wheel Independent suspension system
- Active Stability and Traction Control (ASTC)
- Monocoque design body construction
- Superior off-road capabilities
  - Approach angle: 36.6-degrees
  - Break over angle: 22.5-degrees
  - Departure angle: 25-degrees.
  - Maximum Climbing ability: 35-degrees
  - Wading depth: 700 mm
  - Maximum angle of Inclination: 45-degrees
- Cruise control
- Dual SRS airbags
- Front Side airbags and 2 Curtain Airbags
- Reinforced Impact Safety Evolution (RISE) body design
- Engine Immobilizer
- 3-Point ELR seat belts with Pre tensioners
- ABS with EBD
- Front disc brakes with 4-pot callipers
- 7 Spoke 17" Alloy wheels and Yokohama tubeless radials
- Premium Leather interiors – Beige & Black leather
- Multi Information Display
- Rockford Acoustic Design Premium Sound System
  - 860 Watt, 12 Speakers
  - 5.1 Channel theatre surround
  - In dash 6 CD changer
  - Audio control in steering

## **About: Hindustan Motors Limited**

Hindustan Motors Limited (HML), India's pioneering automobile manufacturing company and Flagship Company of the C.K. Birla Group, was established in 1942 by Mr. B.M. Birla of the industrious Birla family.

Besides passenger cars (Ambassador- Classic & Grand), and a LCV (Winner) , HML also manufactures passenger cars in the mid-size premium segment (Mitsubishi Lancer and Mitsubishi Cedia) and has earlier brought in Sports Utility Vehicles (Mitsubishi Pajero and Mitsubishi Montero) into the Indian market in collaboration with Mitsubishi Motors, Japan, Contributing significantly to the Indian Automotive industry for over five decades now.

HML's manufacturing facilities are situated in the states of Madhya Pradesh, Tamilnadu and West Bengal.

For more information, please visit [\*\*www.hindmotor.com\*\*](http://www.hindmotor.com)

## **Mitsubishi Motors Corporation**

Mitsubishi Motors Corporation is a global vehicle manufacturer, selling and servicing minicars, minivans, SUVs and sedans in more than 160 countries.

Reflecting the connection between cars, society and the environment, the company is active in developing environmental technologies, such as the zero-emissions "i MiEV" electric vehicle .

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