

Hindustan Motors, Mitsubishi launch Montero 09

The new version is priced at Rs. 41.94 lakh (ex-showroom)



HIGH-END: R. Santhanam, Managing Director, Hindustan Motors, with the newly launched Montero in Mumbai on Wednesday.

MUMBAI: Hindustan Motors and Japan-based Mitsubishi Motors on Wednesday launched their premium sport utility vehicle Montero 09 here.

“Mumbai has been one of our fastest-growing markets over the past few years. In order to build a sustainable, successful business, you have to be present in a market (such as Mumbai),” Hindustan Motors Managing Director R. Santhanam told reporters here.

Mitsubishi launched Montero four years ago in the Indian market and till date it had sold 600 units. The new version is priced at Rs. 41.94 lakh (ex-showroom). “We have a 42-43 per cent market share in the premium SUV category,” he said.

Montero 09 comes with a chrome-plated front grill, seven spoke 17” light alloy wheels, Yokohama tubeless radials and is capable of extreme off-roading. “Montero 09 is imported from Japan. It is not made or assembled in India,” he added.