

Mitsubishi Pajero SFX- The Tough gets Tougher

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Chennai, 20th March 08: The iconic Mitsubishi Pajero - the most capable Sports Utility Vehicle is now more muscular & brawny and comes with additional features. Known the world over for its off-road capabilities, the new model comes with wider stance, larger footprint and higher ground-clearance. It will attract the young-hearted and those who seek pure thrill.

This SUV is now available in a fresh new design, and comes with its trademark attractive dual tone shades and distinctive wider tyres. The bold lines and styling compliment each other extremely well. The new headlamp cluster, dual tone wheel cover, trendy six spoke alloy wheels, two-stage power antenna and wider foot boards are just a few of the many newly added features in the Pajero SFX.

The all new interior is inviting, with its soft brown panels, plush leather seats and body coloured headrest. The vehicle has contemporary dials and soft dash lights. And the second row seats are split-folding with easy access to the third row making it highly user-friendly.

Whatever the weather, Pajero can take it all. When the going gets tough, Pajero's Super Select four-wheel drive (SS4-II) offers 4 different drive modes (2H, 4H, 4HLc and 4LLc) with evenly distributed torque on demand. This marvelous machine can deliver optimum all-weather performance – both on and off-road. The Pajero's commanding driving position offers greater visibility of the way ahead and the surrounding environment, adding to the driver's control and safety. The enhancements have only further improved Pajero's off-road capabilities making driving even more exciting. With an approach angle of 40.5 degree and Ramp break over angle of 23.5 degrees taking it off-road is a sheer thrill. The ground clearance of the true blue SUV is now 205 mm and it has wider 265 / 70 R 15 tubeless radials with wider foot prints offering remarkable traction even during the toughest of conditions.

The 2.8 litre Turbocharged Intercooler Direct Injection Diesel engine is mated with one of the most reliable transmissions in the business making the new Pajero SFX capable of offering a serious dose of off-road fun. The Limited Slip Differential and Super Select 4WD (SS4-II) are the inherent strengths of this rough and tough SUV. The no-nonsense body bolted with the ladder frame chassis plays a key role in its renowned versatility, durability and capability.

With multiple extra features it can handle any emergency with ease. Whatever the terrain – rugged, water logged, smooth, slushy or sandy, Pajero Sfx provides a safety cushion like none other. The front SRS Air bags, 3-point ELR seat belts and Antilock Braking System (ABS) are the reassuring inner strengths of the Pajero SFX. This machine will boost your confidence to conquer the toughest of terrains with total peace of mind.

'Flame', 'Navy', 'Granite', 'Carbon', 'Graphite', 'Limestone' and 'Deep Purple' are the seven inviting shades of Pajero SFX, which is offered at an ex-showroom price of Rs.18.81 Lacs.

The deliveries of new Mitsubishi Pajero SFX will start soon and it will be available along with Lancer, Cedia and Montero across India through the various dealers of HM-Mitsubishi.

The launch of the new Pajero Sfx will be supported by communication in different media. The advertising campaign celebrates the 'Can Do' spirit – of both the legendary machine and its owner. And the strong bond they share on road and off road. Supported by superior technology and the latest enhancements, the campaign showcases Pajero SFX's amazing capabilities. Thus underlining its status as the true-blue off-road.

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