

Mitsubishi Motors now in the 'City of Nawabs'

Mitsubishi Motors and Hindustan Motors' dealer in Lucknow, Motion Motors has opened an elegant new showroom in the heart of the city, at Sapru Marg. The showroom was inaugurated today by Mr. Y.V.S Vijay Kumar Vice president, Hindustan Motors in the presence of senior company officials.

Motion Motors will offer world-class experience to Mitsubishi customers in Lucknow and this showroom will showcase the entire product range from Mitsubishi Motors which includes Lancer, Cedia, Pajero and Montero. With the opening of this showroom the total no of Mitsubishi dealerships in the country goes up to 39. Mitsubishi plans a total of 50 showrooms in India by the end of 2008.

Speaking on the occasion, Mr. Y.V.S Vijay Kumar said, "We are delighted that Motion Motors has opened its new showroom which is completely state-of-the-art. This initiative is part of a series of dealerships which Mitsubishi & Hindustan Motors' (HM) are opening through out the country in the next 20 days. Mitsubishi has substantial growth plans in India which will further strengthen our operations".

Lucknow has tremendous potential for premium cars and Mitsubishi with its range of sophisticated and technologically advanced vehicles would target this segment and offer the best in its class to the customers. The discerning buyers of Lucknow in this segment are completely aware of the rally pedigree for which Mitsubishi Motors is globally famous.

Mitsubishi has taken the leadership position in the 'SUV' segment in India with the legendary Pajero and Dakar rally winner, 'All New Montero' doing well in their respective segments and intends to further consolidate with the launch of 'Outlander', the urban SUV which is scheduled to be launched in India later this year. The current product line-up in the country for Mitsubishi Motors consists of the 'Mitsubishi Cedia' which is available in petrol and ALPG versions while the 'Mitsubishi Lancer' is available in both petrol and diesel variants.

The pricing of Mitsubishi products begins with Rs. 6.75 lakhs for Lancer, Rs. 8.30 lakhs for Cedia, Rs. 18.81 lakhs for Pajero and Rs. 34.11 lakhs for Montero.