

## HM set to enter SUV biz

BY OUR CORRESPONDENT

CHENNAI

Sept. 19: The C.K. Birla Group company, Hindustan Motors(HM) will soon be coming out with a sports utility vehicle (SUV), Mitsubishi Outlander to tap the middle-level market segment in SUVs.

Mr Y.V.S. Vijay Kumar, executive vice president, HM said that the company would be launching this SUV within the next two to three months and it would be priced between its other two SUVs Mitsubishi Pajero and Montero. He was speaking to reporters at the company's tie-up with Pune-based Opulent Auto Care Pvt Ltd, here in Chennai on Friday. Opulent has signed a three-year contract with HM vehicle-care services against corrosion, weather damage and solar radiation to all the Hindustan Motors vehicles in the Mitsubishi range. Opulent is also targeting to increase its market penetration.