

Hindustan Motors-Mitsubishi launches its second dealership in Pune, Motown India

Hindustan Motors-Mitsubishi launched its second dealership in Pune, taking its total dealership count to 44. The facility, under the auspices of Pethkar Motors Pvt. Ltd., was inaugurated by Yoshiaki Wada, Head - Marketing and Channel Development, HM-Mitsubishi Motors. The company's Head of Sales and Channel Expansion, Ashish Kaul, and other dignitaries graced the occasion. The dealership will have two state-of-the-art outlets in prime locations – a 3 S (sales, service and spares) facility at Tathawade and a show window at the ICC Tower at Senapati Bapat Road. The showrooms, together, will showcase the entire range of Mitsubishi cars viz. Cedia, Outlander, Lancer Evolution X, Pajero and Montero. Speaking at the inauguration, Wada noted, "Pune is an important market for HM-Mitsubishi as we continue to expand our footprint across the country. With the variety in our product portfolio ranging from premium SUVs like Pajero, Montero and Outlander to legendary rally cars like Cedia and Lancer Evolution X, we are confident that we will be able to provide our customers complete value-for-money experience with world-class products and top-notch service." Sachin Pethkar, Managing Director of Pethkar Motors Pvt. Ltd., said, "We are honoured to be a part of the HM-Mitsubishi dealer network. Armed with highly experienced and trained technical team, prompt and efficient on-site break down service and sufficient stock of genuine spares and quality accessories, we can confidently say that our facilities will offer the highest service standards in Pune. We will shortly be installing advanced technologies like crash repair system." Apart from Pune, Pethkar Motors will also be serving neighbouring areas like Hinjewadi, Chakan, Pimpri, Chinchawad, Lonavala, Talegaon, Nashik Road, Ahmednagar Road, National Highway 4 up to Satara and part of NH 17. A renowned Ayurveda practitioner, Pethkar is also an entrepreneur with interests in construction, software and farm equipment. The 3S facility at Tathawde on NH 4 – Mumbai-Bangalore Highway has a total area of 11,000 sq ft of which service area accounts for 5,500 sq ft and the showroom for 3,000 sq ft. There are 4+4 fully automated bays, state-of-the-art equipment like robotic dent remover, MIG welding etc. The workshop can service up to 20-25 vehicles a day. The second showroom at ICC Tower has a total area of 3800 sq ft and can display up to four cars.

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