

2012 Mitsubishi Cedia Select launched, The Economic Times, July 12

Mitsubishi India has launched the 2012 Cedia Select priced at Rs 8.90 lakh (ex-showroom New Delhi). The new features make this car a powerhouse of communication on the move, the company claims.



The changes include a portable 7-inch MapmyIndia android-based tablet with 3G connectivity, in-built map and real time navigation system, and up to seven hours of talk time. The Cedia carries over the 4-speaker Kenwood DVD player with 6.1 inch touch-screen from the older Cedia Sport, it is GPS compatible and has Bluetooth/USB connectivity. A new rear-view camera is also offered, and its video output is seen on the audio screen.

No changes have been made to the mechanicals. It retains the 115PS 2.0-litre petrol engine. The interior updates include a three-spoke black leather wrapped steering wheel, oyster leather seat covers, two-tone beige interiors and beige floor mats. Changes on the outside include 12-spoke alloy wheels, high-intensity halogen headlamps and horizontal-slat matte black grille.

The new Cedia Select 2012 is available in three colours namely White Speed, Black Flash and Rally Red.

HM-Mitsubishi seems to have resorted to these updates to regain position in the segment dominated by the Hyundai Verna. They sold 40 units of the Cedia and the Lancer combined in March.

<http://economictimes.indiatimes.com/topic/Cedia-Select-2012>