

# Hindustan Motors Launches Pajero Sport in India

**I**NDIA'S PIONEERING CAR COMPANY, Hindustan Motors Limited (HM), which manufactures Mitsubishi cars in India under a technical agreement, has launched Pajero Sport, the widely acknowledged Mitsubishi SUV owing lineage to the legendary Pajero, record winner of the world's toughest driving contest, the Dakar Rally.

The Pajero Sport was unveiled at a

news media conference here today by Mr. A Sankara Narayanan, Director, Hindustan Motors, and Mr. Masahiko Ueki, Executive Officer and Corporate General Manager of Asia and ASEAN Office, Mitsubishi Motors Corporation, Japan.

Pajero Sport offers best in class power and torque with VG turbo engine and yet provides better fuel efficiency. It is marked by strong specifications like maximum

power of 178 PS, maximum torque of 400 N-m, on-demand super select 4 WD facility, rear stabilizer and a turning radius of 5.6 meters.

The newly introduced vehicle, with its stylish aesthetics, robust build quality, absolute power, creature comforts and versatile driving dynamics, is expected to do better than its legendary predecessor. That is why the slogan coined for the new





THE SUV WAS UNVEILED BY MR. A SANKARA NARAYANAN, DIRECTOR, HINDUSTAN MOTORS LTD (LEFT) AND MR. MASAHIKO UEKI, EXECUTIVE OFFICER AND CORPORATE GENERAL MANAGER OF ASIA AND ASEAN OFFICE, MITSUBISHI MOTORS CORPORATION, JAPAN (RIGHT).

vehicle states: Go. Play.

Notably, even as the SUV segment witnessed much turmoil in India in 2011 and grew by 18 per cent, Pajero clocked 28 per cent growth.

Speaking on the occasion, Mr. Sankara Narayanan asserted that the legendary Pajero had always managed to lend to its owners a unique aura and standing, thanks to its repeated exploits in the toughest of car rallies around the world. "Pajero Sport, launched in India today, introduces a new generation of SUV thinking, fusing fun and comfort of urban driving with the thrill and excitement of all-terrain off-road driving. It is a perfect amalgamation of power, luxury, style, safety and comfort," he observed.

Significantly, it was during Mr. Narayanan's stewardship of Hindustan Motors that the tie-up for manufacturing and marketing of Mitsubishi Motors' vehicles by HM from the latter's Chennai unit was inked. Pajero was launched in India in 2002 when Mr. Narayanan was HM's managing director.

Mr. Ueki informed the media that Pajero Sport has been well accepted by Asian customers as a new type of urban premium SUV. It has comprehensively outdone the

competition in the Asian countries where it has already been launched. "We are confident that Pajero Sport will do superbly in India as well," he added.

Stressing upon the strong bond between HM and Mitsubishi Motors, Mr. Ueki categorically stated, "I would like to express my commitment that Mitsubishi Motors will continuously introduce new models in the Indian market."

Initially being launched as a CBU, Pajero Sport is competitively priced at Rs. 23.53 lakh, ex-showroom New Delhi. Bookings will start from March 13, 2012.

#### About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000

cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG), small commercial vehicle VEER and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces both variants of Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger cars from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Pajero (2002), Cedia (2006), Montero (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation. □