



HM launches Mitsubishi dealership in Amritsar, iTechnologyEveryday, August 22

Hindustan Motors Ltd. (HM) launched a new dealership, M/s Kapoor Motors, for its Mitsubishi range in Amritsar. This brings the number of dealerships in the country to 39, of which 12 are located in north India. Hindustan Motors is already running four Mitsubishi dealerships in Punjab, located in Chandigarh, Ludhiana, Jalandhar and Mohali.

Inaugurating M/s Kapoor Motors, HM's Managing Director, Uttam Bose, said, "Punjab has always nurtured a special fondness for the macho Mitsubishi sports utility vehicles. Our vehicles and the people of Punjab share the rare mix of strength and go-getter ability. The rugged Mitsubishi SUVs can take you anywhere any time. No wonder, these renowned automobiles appeal to the spirit of those who want to explore the back of the beyond racing across the most difficult and challenging terrains. At the same time, our SUVs serve as most comfortable and luxurious modes of travel on city roads."

Bose was accompanied by Ashish Kaul, HM's Head of Sales and Channel Expansion. Owned by Revant Kapoor, M/S Kapoor Motors is located in the heart of the city on G.T. Road, NH 1. The sales, service and spares dealership on plot number 12 at National City Homes has a sprawling service area of 16,650 square feet, having 14 bays and the capacity to service 25 vehicles a day. It also has 800 square feet of space for spare parts.

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