



HM opens Mitsubishi dealership in Mangalore, Vehicle Passion, September 30

Taking the number of dealerships in India to 40, Hindustan Motors has launched its dealership for the Mitsubishi range in Mangalore.



Names M/s Shreenidhi Automobiles, the showroom was inaugurated by Mr. P Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant.

Speaking on the occasion, Mr. P Vijayan said, "Mitsubishi's SUVs have a legendary and unmatched pedigree. Vehicles like Montero, Pajero Sport and Outlander need no introduction not just in India but even around the globe. Pajero holds the record of 13 consecutive victories in Dakar Rally – one of the most difficult inter-continental automobile racing contests. No terrain is forbidden territory for Mitsubishi's robust SUVs. While these vehicles are maestros of off-road driving, they are, at the same time, more than a match for the best sedans when it comes to traversing city roads and lanes. Their state-of-the-art designing and manufacturing as per the highest Japanese standards make them the best choice for customers."

"So whether it be the great outdoors with its sandy, slushy, rocky, icy, hilly landscape, or the urban world with its congested and clogged traffic, Mitsubishi SUVs have proven their mettle in both scenarios. Ruggedness and comfort have never been so easily available as one will find them in our SUVs. If you allow me to quote a popular advertising tagline of past years,

then I will assert that Mitsubishi SUVs are indeed the neighbour's envy and the owner's pride."



Mr. Yoshiaki Wada, Head-Marketing & Channel Development, was also present at the inaugural function.

<http://www.vehiclepassion.com/2012/09/30/hm-opens-mitsubishi-dealership-in-mangalore/>