

HM-Mitsubishi launches Outlander Chrome limited edition at Rs 20.55 lakh, Yahoo LifeStyle, August 26

Hindustan Motors-Mitsubishi has launched a limited edition of its stylish sports utility vehicle Outlander. The new variant named Outlander Chrome is packed with new stylish and attractive features which enhance its sporty and fashionable looks.

Yoshiaki Wada, HM-Mitsubishi's Head-Marketing and Channel Development, said, "Outlander Chrome is a unique combination of comfort and class, style and finesse. It is chic yet sturdy with upgraded features and fashionable interiors like large rear spoiler, body coloured side protection moulding, side skirts with chrome inlays, roof mounted DVD player, LED floor illumination lamps etc which will make driving an experience for our customers."

Outlander Chrome is priced at Rs. 20.55 lakh ex-showroom Delhi. It is available in an exciting



range of colours like Haute Red, Vogue White, Shimmering Ash and Runway Grey. With its brilliant styling and flawless performance, Outlander is the only car in India closely associated with the fashion circuit. Rohit Bal, one of India's foremost fashion designers, had unveiled the Outlander Signature Collection 2010. Outlander was also associated with celebrated fashion designer Neeta Lulla's exclusive grand finale

collection in the Bangalore fashion week in February 2011. No wonder, Outlander has become synonymous with high fashion in India. The recently concluded Delhi Couture Week (July 22-25, 2011) also witnessed an exclusive Outlander enclosure and a fleet of Outlanders ferrying models and celebrities to the venue.

Some of the features of Outlander Chrome limited edition are large rear spoiler improves the aerodynamics of the Outlander and enhances its sporty looks. Rear spoiler augments high speed stability of the vehicle and chrome-plated outside rear view mirror improves the style quotient and contemporary aesthetics of the Outlander.

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