

Hindustan Motors inaugurates a new showroom of Mitsubishi in Mangalore, CarTrade, October 01

Hindustan Motors Limited (HM), the country's pioneer auto maker, has opened the doors of an official dealership of Mitsubishi in Mangalore, which took the number of facilities to 40 in India. Named as M/s Shreenidhi Automobiles, the newly introduced unit was inaugurated by Chief Operating Officer and Strategic Business Unit Head of company's Chennai car unit, P Vijayan. Accompanying Vijayan, the Head of Marketing and Channel Development, Yoshiaki Wada also shared the limelight of event.

The company's new showroom sprawls around vast area of 2000 square feet, which is based at Prem Rose Complex, Mary Hill, the prime location of the region. Besides, the unit's new service workshop has an operating area of 7000 square feet, which is located at Padukodi Village in Kuloor. The workshop comprises a paint shop and seven bays, through which it can service around 15 models a day.

It must be noted that Shreenidhi Automobiles was known to be an official service facility of HM-Mitsubishi since December 2008 in Mangalore, however it has been now transformed into a futuristic 3S (Sales, Service, Spares) showroom. The move has been taken after witnessing a decent performance and great demand for Mitsubishi vehicles in the Indian auto industry.

Expressing his views on the development, Vijayan said, "Mitsubishi's SUVs have 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."

He further added, "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."

Vijayan believes that owning a Mitsubishi Sports Utility Vehicle makes the owner's neighbour envy, which surely makes him feel pride. Reportedly, M/s Shreenidhi Automobiles is managed and owned by three different partners, namely Harishchandra, Sampath Kumar Jain, and Prasanna Kumar. All these individuals boasts off a significant expertise in the automotive section.

<http://www.cartrade.com/car-bike-news/hindustan-motors-inaugurates-a-new-showroom-of-mitsubishi-in-mangalore-118667.html>