

Hind Motors to launch Pajero Sport 'Anniversary edition', Business Line, July 17

Hindustan Motors Ltd, which is in a technical collaboration with Mitsubishi Motors to manufacture and retail Mitsubishi vehicles, is planning to launch the anniversary edition of its premium SUV 'Pajero Sport'.



“... following its launch a year ago, the robust yet luxurious SUV will very soon be available in the Anniversary Edition avatar, packed with attractive features in keeping with the demand of customers and prospects,” the company said in a statement.

Hindustan Motors entered into a technical collaboration with Japan-based Mitsubishi Motors Corporation in 1998 to manufacture and retail Mitsubishi vehicles in the country.

The first product under this partnership was premium sedans Mitsubishi Lancer, Cedia followed by SUVs Montero, Pajero, Outlander, Lancer Evolution X. The Pajero Sport was launched in March 2012.

“The launch of Pajero Sport Anniversary Edition is a reflection of our customer-centric approach and also the success of the vehicle during the last one year. In our endeavour to give maximum value to customers we have incorporated new features based on their feedback,” Uttam Bose, Managing Director and CEO, Hindustan Motors Ltd, said.

The new features incorporated in the Anniversary variant include a touch screen audio system with GPS navigation, a rear view camera, a rear spoiler, body colour bumper along with Anniversary Edition emblem, the release said.

Mitsubishi Pajero Sport is manufactured at the company’s Thiruvallur plant near Chennai.

<http://www.thehindubusinessline.com/companies/hind-motors-to-launch-pajero-sport-anniversary-edition/article4924434.ece>