



Hindustan Motors launches two LCV Winner variants at Auto Show East

Nov 20, 2010, 13:00

Sole representative of the eastern automotive scene, company showcases an array of vehicles

Hindustan Motors Ltd., India's oldest car company and the sole automotive major in eastern India, was out in full force at the four-day Auto Show East which was launched at Salt Lake Stadium Grounds in Kolkata today.

The HM pavilion was inaugurated by HM Managing Director . Manoj Jha. The event also marked the launch of two variants of the sub-3 tonner light commercial vehicle Winner XD Plus in 1.5 Diesel and 1.8 CNG versions.

Hindustan Motors showcased an array of its passenger and commercial vehicles featuring several new changes. Crowds thronged the HM enclosure to have a look at and feel of Ambassador Grand 2.0 Diesel and 1.8 LPG whose comfort quotient has gone up with the changes. Commercial vehicle HM-Shifeng Winner XD Plus 1.5 Diesel and 1.8 CNG also drew attention with their modified interiors and exteriors.

HM's Mitsubishi range of vehicles – Pajero 2.8 Diesel, Outlander 2.4 Petrol and Cedia 2.0 Petrol – was the cynosure of all eyes. The company also displayed its wide spectrum of auto components.

The Managing Director of Hindustan Motors' Limited, . Manoj Jha, observed, "We are proud to represent the entire eastern region in the Auto Show East. Customer delight has always been our raison d'etre and the theme of our participation not only upholds our core values but celebrates and reinforces the confidence and support our customers have entrusted in us for almost seven decades." HM will be launching several new variants in both the passenger and commercial vehicle segments in the next 12 to 15 months , starting the first quarter of 2011, he added.

"The theme of the HM pavilion signifies the company's heritage, its timeless appeal to a diverse cross-section of consumers irrespective of age and socio-economic backgrounds and its simple mantra of staying close to its roots as the country's first and only people's car in the truest sense. HM indeed stands for authentic, timeless and simple," . Jha explained.

Vehicle highlights

HM-Shifeng Winner XD Plus 1.5 Diesel and 1.8 CNG

The HM-Shifeng Winner 1.5 Diesel in dual tone exterior colour, off-white and highway red and the 1.8 CNG variant in white and green colour will be equipped with additional features like round shape headlamps, metallic bumper, and modified upholstery.

Ambassador Grand 2.0 Diesel and Ambassador Grand 1.8 LPG

The Ambassador Grand 2.0 Diesel in bright metallic rosewood colour has new features like modified rear seats for ingress and egress, Stanley leather seat covers, gear knob, steering wheel and door pads, new facia, central and mini console, remote trunk opener, driver door trim mounted power window regulator controls (with rear windows function control). The Ambassador Grand 1.8 LPG in Bergereyl metallic red colour is also equipped with the same enhanced features.

Automotive Components (details attached)

HM-Mitsubishi vehicles

Pajero 2.8 Diesel

The Mitsubishi Pajero comes with its trademark attractive dual tone shades and distinctive wider tyres. The bold lines and styling complement each other extremely well. The new headlamp cluster, dual tone wheel cover, trendy six spoke alloy wheels, two-stage power antenna and wider foot boards are just a few of the many newly added features in the Pajero SFX.

The all new interior is inviting, with its soft brown panels, plush leather seats. The vehicle has contemporary dials and soft dash lights. And the second row seats are split-folding with easy access to the third row making it highly user-friendly.

The 2.8 litre Turbocharged Intercooler Direct Injection Diesel engine is mated with one of the most reliable transmissions in the business making the new Pajero SFX capable of offering a serious dose of off-road fun. The Limited Slip Differential and Super Select 4WD (SS4-II) are the inherent strengths of this rough and tough SUV.

The no-nonsense body bolted with the ladder frame chassis plays a key role in its renowned versatility, durability and capability.

With multiple extra features it can handle any emergency with ease. Whatever the terrain – rugged, water logged, smooth, slushy or sandy, Pajero Sfx provides a safety cushion like none other. The front SRS Air bags, 3-point ELR seat belts and Antilock Braking System (ABS) are the reassuring inner strengths of the Pajero SFX. This machine will boost your confidence to conquer the toughest of terrains with total peace of mind.

Outlander 2.4 Petrol

Suave, sophisticated and the most fashionable and stylish SUV – Mitsubishi Outlander is equipped with a BS-IV compliant 2.4 MIVEC engine, some of the key enhancements in the Outlander 2010 include the jet-fighter front grill, bulged rear bumper, silver-color roof rails and HID Head Lamp with AFS function.

The refurbished beige leather interiors enhance the stylishness of the vehicle, along with warm and cool upper glove box, leather-wrapped door tri and instrument panels, the AC control panel knob with chrome ring and high-contrast meter combination. The Outlander 2010 is also equipped with technologically advanced 650W Premium Rockford Fosgate sound system, with 9 speakers in 7 positions.

The Outlander's lifestyle quotient is further enhanced with other features like a new Adaptive Front Lighting System, a new grille with chrome accents, new front bumpers, redesigned front fenders, mirror mounted turn indicators, new door and dash tri, USB port, AUX-IN port, aluminum pedals, leather covered instrument panel, roof rails, new combination meter and auto-folding Outside Rear View Mirrors.

The All Wheel Control system in the Outlander provides for the wheels to be powered individually, which ensures superior handling in all driving conditions. A centrally located dial system, located on the center console, permits free switching between 3 drive modes (2WD, 4WD Auto and 4WD Locked), depending on the driving conditions and the environment. The Anti-lock braking System (ABS) helps prevent wheel lock and maintenance of steel control, while the electronic Brake-force Distribution (EBD) evenly distributes braking force to the rear wheels, adding to overall safety.

The Outlander 2010 is further enhanced with a theft protection device, alloy brakes and clutch control and is priced at Rs. 20.25 lacs, (ex-showroom), all-India.

Cedia 2.0 Petrol

The Mitsubishi Cedia redefines driving pleasure with its superlative performance. It combines sporty styling and luxurious comfort and add to this is the winning rally heritage. That winning comes naturally to this line of cars is reflected in the innumerable victories on global racing circuits. Powered by a refined responsive 2.0 litre petrol engine with advanced ECI Multi (Electronic Controlled Multi-Point Fuel Injection) 5 Speed manual gear box with optimizes gear ratios and synchronizes offer complete control and provide superior shift feel. Higher ground clearance, stiff chassis and superior, well weighted suspension that's ideal for Indian and road conditions. Rally proven suspension systems offers additional stability and control especially while accelerating into corners.

Reinforced Impact Safety Evolution (RISE) body protects the car occupants with each other offering in-built safety. Dual air bags and 3 point Emergency Locking Retractor

seat belts ensure passengers have nothing to worry about. ABS with EBD system make sure that you not only can come to a smooth halt but do so safely. Available across India at an ex-showroom price of Rs. 9.60 lacs, the Mitsubishi Cedia is waiting to be driven around.

The HM pavilion at OD3 at the Salt Lake Stadium Grounds will be open from 11 am till 7 pm.

<http://www.indiaonline.com/Markets/News/Hindustan-Motors-launches-two-LCV-Winner-variants-at-Auto-Show-East/4996582514>