

Mitsubishi Pajero Sport Anniversary Edition Launched, Motor Beam, July 16

Mitsubishi has launched the Anniversary Edition of the Pajero Sport in India with additional features. The new features on the special edition Pajero Sport include touch screen audio system with GPS navigation, rear view camera, rear spoiler, body colored bumpers and mud guard along with Anniversary Edition emblem placed on the tailgate. The Pajero Sport is the only model on sale in Mitsubishi's Indian lineup. Amidst the slowdown and increasing competition, the carmaker is experiencing further decrease in sales of the Pajero Sport, hence the move.



Mitsubishi managed to sell only 116 units of the Pajero Sport last month. The automaker introduced the Pajero Sport in the Indian market last year with only one variant retailing at Rs. 23.53 lakhs (ex-showroom, Delhi). Initially, the Pajero Sport was imported from Mitsubishi's Thailand facility via the CBU route. The carmaker later commenced local assembly of the Pajero Sport in October at HM's Tiruvalluar plant near Chennai, which reduced the price to Rs. 22.56 lakhs (ex-showroom, Delhi).



The Mitsubishi Pajero Sport is powered by a 2.5-litre common rail turbocharged diesel engine, which produces 176 BHP of power at 4000 RPM and 400 Nm of torque at 2000 RPM, mated to a 5-speed

manual gearbox. It also features on demand 4x4 system. The Pajero Sport still feels overpriced even after its CKD assembly. It competes with the likes of Toyota Fortuner, Hyundai Santa Fe, Chevrolet Captiva, Ford Endeavour and Mahindra SsangYong Rexton in India. Mitsubishi has no plans to launch any new product in the country in the near future.



<http://www.motorbeam.com/cars/mitsubishi-pajero-sport/mitsubishi-pajero-sport-anniversary-edition-launched/>