

Wheels Unplugged

Mitsubishi Cedia bags all top INRC honours at Chennai, Wheels Unplugged, June 26

Mitsubishi Cedia continues its dream run. The virtually unbeatable car bagged all top honours at the Rally of Chennai, Round 2 of Federation of Motor Sports Clubs of India's (FMSCI) Speed Indian National Rally Championship (INRC) 2011 that ended here on June 26.

HM-Mitsubishi celebrated the overwhelming success of the Cedia at a gala party – Mitsubishi Cedia Chequered Night – at the hotel Le Royal Meridian here on 26th evening. The party was attended by rally drivers, co-drivers, crew, eminent personalities from the rallying fraternity involved in the Chennai round of INRC rally and HM-Mitsubishi customers. Sirish Chandran, ace rallyist and editor of OVERDRIVE magazine, and Nikhil Pai, co-driver to Chandran, Rahul Kanthraj and Vivek Bhatt, the second runners-up of the Chennai round and Gaurav Gill, winner of Round 1 held at Nashik (Maharashtra), graced the occasion.



Yoshiaki Wada, Head - Marketing and Channel Development, HM-Mitsubishi Motors with runners up Rahul Kanthraj and Vivek Bhatt

Speaking on the occasion, Yoshiaki Wada, Head - Marketing and Channel Development, HM-Mitsubishi Motors, said, “We are really proud that the Cedia has once again lived up to expectations and has proved to be the undisputed leader in the rally circuit. This evening is meant not only to celebrate the Cedia’s success but also to pay our tribute to rally drivers who have always kept their faith in the car. We are also thankful to our customers for their unstinted support.”

The razzmatazz was complete with music, fun-filled games, lip-smacking food with loads of gifts up for grabs for the guests. Chennai-based rock band Crossroads enthralled the audience with some foot-tapping numbers. A special video gaming section, which simulated the racing track, turned out to be the biggest attraction at the party. Game participants scoring the highest points won the mega prize of a two-way trip to Singapore.

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