

Business Standard

Mitsubishi Introduces Pajero Sport Anniversary Edition in India, Business Standard, July 17

Mitsubishi Motors has now introduced a special edition Pajero Sport to mark its first anniversary in India. An year old Pajero Sport's Anniversary Edition is packed with attractive features in keeping with the demand of customers and prospects. Mitsubishi Pajero Sport is manufactured at Hindustan Motors Ltd.'s plant in Thiruvallur near Chennai.



Pajero's success in the world's toughest inter-continental automobile racing contest, the Dakar Rally, over the years is unmatched. Its reincarnation in 2012 as Pajero Sport has proven the legendary off-roader to be a refined car for urban traffic as well.



Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., "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. We are confident that the additions will contribute to customer delight and consolidate Pajero Sport's position as a true SUV which matches the needs of city driving as well. Pajero Sport buyers are bound to feel the difference. The Anniversary Edition will enable the buyers to celebrate the legacy with style."



The new features will include touch screen audio system with GPS navigation and rear view camera, sporty rear spoiler, body colour bumper and mud guard along with Anniversary Edition emblem. Among other novel facilities will be super select 4WD which provides freedom of choosing 4X2 for fuel efficiency or three different types of 4X4 to tackle any terrain. The Anniversary Edition continues to offer state-of-the-art high quality interior, unmatched by competition.

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