



Mitsubishi Pajero Heart-In-Mouth Rally Enthralls Vadodara, Indian Cars Bikes, September 26

The Mitsubishi Pajero Heart-in-Mouth Rally moved to the industrial city of Vadodara, Gujarat to enthrall Pajero fans after a successful round in the northern part of India. The Pajero rally was first held in Ludhiana and then in Delhi where it attracted many proud owners and enthusiasts. A large number of Mitsubishi Pajero owners and SUV fans from in and around Vadodara and Ahmedabad gathered at the venue put their machines through their paces over extremely tough terrain.



The Pajero HIM rally participants experienced 45 kms of intense off-road and highly challenging driving conditions through rugged terrains including dirt roads, mud and slush patches, up-hill and downhill gradients etc. As many as 25 Pajeros and five Mitsubishi Monteros formed part of the rally which was flagged off from The Gateway Hotel, Akota, at 12.00 p.m. by Mr. Yoshiaki Wada, HM-Mitsubishi's Head of Marketing and Channel Development. Here is what he had to say-



“Pajero has attained a cult status across the world with its owners forming Pajero clubs and groups in large numbers. The whole idea behind organizing the Pajero Heart-in-Mouth rally is to bring together the lovers of this incredible vehicle on a common platform where they may bond and share their Pajero experiences. Gujarat is an important market for us and we have a strong customer base for Pajero here. Expectedly, the turn-out was highly encouraging.”



The Heart-in-Mouth Rally will also be held in Pune, Bangalore and Coimbatore in the coming months. The event was aimed at providing a unique opportunity to owners and fans of the Mitsubishi Pajero to explore the limits of the SUV that is known across the globe for its awesome all-terrain capabilities.

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