

# RushLane

Daily auto news and reviews

## Mitsubishi Pajero Heart-in-Mouth Rally flagged off in Ludhiana, RushLane, July 27

Ludhiana witnessed Mitsubishi Pajero Heart-in Mouth car rally on Sunday. This rally by HM Mitsubishi Motors was the first of its kind. It was an exclusive opportunity for owners of Mitsubishi Pajero who were given a chance to experience the outstanding features of Pajero while on the road and digest its unique features and power.



The rally which was flagged off at 8.30 am from Hotel Sarovar Portico in Ludhiana saw many Mitsubishi Pajero owners and enthusiasts from Chandigarh and Punjab show off their vehicles while driving down country roads. Over 40.3 kms of rough terrains, including river beds of the Sutlej river and muddy, slushy roads were traversed.

Mr. Yoshiaki Wada, Head-Marketing and Channel Development of HM-Mitsubishi was proud to speak on the occasion. He said that Pajero had experienced rising status across the world. He was happy to announce formation of Pajero owner's clubs which only went to show its rising popularity and demand. Similar rallies would be organized in some of the country's leading cities in the near future.

<http://www.rushlane.com/mitsubishi-pajero-heart-in-mouth-rally-flagged-off-in-ludhiana-1217978.html>