



PRESS RELEASE

Mitsubishi Pajero Sport off-roading event sets hearts pounding in Hyderabad

The mighty SUV proves its mettle against all obstacles

HYDERABAD, July 29, 2013: Mitsubishi Pajero Sport Heart-in-Mouth event held at the GMR Off-track Road Rental here on Sunday, July 28 once again proved itself to be the country's most adventurous off-roading boot camps. Over 30 owners of the legendary SUV from Hyderabad and nearby towns tested their driving skills across the three-km track tackling tough obstacles like ruts, rumples, slush, side inclines, steep ascents and dangerous descents.

The adrenaline-pumping event was organized by multi-billion dollar C K Birla Group's Hindustan Motors Ltd., which manufactures and markets renowned Mitsubishi passenger automobiles in India under a technical collaboration. As dozens of Pajero Sports, record winner of the world's toughest inter-continental Dakar automobile rally, roared their way through the treacherous terrain, the event enlivened the real meaning of historic Hyderabad – the city of lions. (*Hyder* means lion and *abad* denotes habitat).

The event, which was flagged off by Mr. P. Vijayan, Chief Operating Officer & Strategic Business Unit Head of Hindustan Motors' Chennai car plant, at 10 a.m., indeed, lent a new dimension to the city of Charminar, dazzling pearls, mouth-watering *biryani* and *haleem*, and, of course, information technology prowess.

A visibly enthused participant, Maruti dealer Mr. Ahmed Ali Khan, said, "I was waiting eagerly for the event. It was a great feeling. The event was really a heart-in-mouth experience... My kids also participated. They screamed with excitement throughout the run and are overjoyed. I will certainly like to take part in the event when it is held again." Mr. Khan had driven the Pajero in Thailand and Dubai and, impressed by its world-class performance, was eager to buy it. So he bought the Pajero Sport in Hyderabad in March. He has used the vehicle, which was launched last year and has won BBC Top Gear's 'Off-roader of the Year 2012' award, for a lot of off-roading in forests of Nilgiri and down in Ooty. "When I drive Pajero Sport I feel as if I am moving the earth. Pajero Sport is the real SUV (sport utility vehicle)," Mr. Khan feels.

Describing his experience is another daring participant, Mr. Murthy Poojari, a medical doctor by profession: "I have gone for long drives in Pajero Sport which I bought six months ago. However, I had never experienced off-roading. The Heart-in-Mouth event was a thrilling and amazing experience. It really set our hearts pounding. Two of my doctor friends also shared the thrill here today. And now they are planning to buy the vehicle. My family is also here and has loved it."

Another major attraction for the participants was the Anniversary Edition of Pajero Sport which was displayed at the boot camp. The Anniversary Edition is equipped with several new features

like rear view camera, touch screen audio system, GPS navigation, sporty rear spoiler etc. A free check-up of the participating vehicles was also organised.

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, the company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner's 1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM has manufactured/marketed premium Mitsubishi passenger vehicles from its third plant situated at Thiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

For further information, please contact:

Rajiv Saxena,
Chief General Manager,
Corporate Communications,
Hindustan Motors Ltd.,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
T: 033-26647353 (D)
T: 033-26647014/7900 Extn. 5880
M: 9674741919

Registered office

Birla Building,
14th floor,
9/1, R N Mukherjee Road,
Kolkata – 700 001
E-mail: rajiv.saxena@hindmotor.com
www.hindmotor.com
www.mitsubishi-motors.co.in

Monalisa Banerjee
Manager-Corporate Communications,
Hindustan Motors Limited,
Hindmotor – 712 233,
Dist. Hooghly, West Bengal
Mobile: 09051251110
T: 033-26647014/7900 Extn. 5889
E-mail: monalisa.banerjee@hindmotor.com