

## Mitsubishi Pajero Heart-in-Mouth Rally kick-starts from Ludhiana, Yahoo News, July 25

HM-Mitsubishi Motors launched the first chapter of its much-talked-of Pajero 'Heart-in Mouth' rally from Ludhiana on Sunday. The adventurous and adrenaline-charged rally was organised to provide owners of the Mitsubishi Pajero a unique opportunity to explore and experience the outstanding off-roading capabilities of the iconic sports utility vehicle (SUV) which has the unique distinction of having won the world's toughest car driving contest, the Dakar Rally, as many as 13 times.

A large number of Mitsubishi Pajero owners and aficionados from entire Punjab



and Chandigarh gathered here to expose their mean machines to the challenge of extremely tough driving conditions. The rally was flagged off from the Hotel Sarovar Portico in Ludhiana at 8.30 a.m. The participants experienced 40.3 kms of intense off-road and extreme driving conditions through rocky and rugged terrains including dirt roads, mud, slush, loose sand, river beds of Sutlej with a water cross challenge, up-hill and downhill

gradients etc.

Some of the prominent landmarks along the Pajero rally route were Mitsubishi dealership Northern Motors, Sutlej river bank, Ladhawal Police Station, Old Railway Bridge, New Railway Bridge, Golf Course etc.

Speaking on the occasion, Yoshiaki Wada, HM-Mitsubishi's Head-Marketing and Channel Development, said, "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 Pajero on a common platform where they may bond and share their Pajero experiences. We will organize similar rallies in Delhi, Vadodara, Pune, Coimbatore and Bengaluru in the coming months."

The 'Heart-in-Mouth' rally, which is approved by Federation of Motor Sports Club of India (FMSCI), has Northern Motorsports as its off-roading partner which managed the entire rally from doing the reconnaissance run to planning the route, briefing customers about the drive, providing support with expert drivers, to assisting with back-up vehicles etc.

"I have driven the Pajero extensively through Rajasthan and hilly terrains. I own four Mitsubishi vehicles – three Monteros and one Pajero. I think it speaks for itself about my love for the sturdy and elegant Mitsubishi cars. This is the first time that I participated in a rally. It was indeed a highly exciting experience," said Arvind, a Jalandhar-based businessman.

The Mitsubishi Pajero SFX makes substantial use of strong yet lightweight high-tensile steel panels that give the stylish contoured body all-terrain rigidity. Mounting that body on a ladder frame with cross-members increases torsional rigidity for enhanced stability and smoother overall ride. Completing the robust package are power-train, suspension and body components specially developed to withstand world-class rally competition.

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