



Pajero Heart-in-Mouth rally casts spell on Vadodara, Car Wale, September 26

More than two dozen owners of Mitsubishi Pajeros participated in the Pajero Heart-in-Mouth (HIM) rally in Vadodara. The adventurous and adrenaline-charged sports utility vehicle (SUV) event came on the heels of similar rallies organized very successfully in Ludhiana and Delhi recently. HIM rallies will be held in Pune, Bengaluru and Coimbatore in the coming months.

The rally was organised to provide owners of the Mitsubishi Pajero an opportunity to explore and experience the outstanding off-roading capabilities of the iconic SUV which has the unique distinction of having won the Dakar Rally, world's toughest car driving competition, as many as 13 times.

A large number of Mitsubishi Pajero owners and SUV fans from in and around Vadodara and Ahmedabad gathered here to expose their mean machines to the challenge of extremely tough



driving conditions. 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.

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. The rally started from Akota and passed through R C Dutt Road, Bird Circle, Gotri Road and Sevasi to reach the ravines of river Mahi in Jaspur. The return route was via Bhayli.

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