



## **Pajero Sport introduced in India by Hindustan Motors, Carazoo, March 14**

Hindustan Motors Limited (HM), India's pioneering car company, manufactures Mitsubishi cars in India under a technical agreement. HM has launched the Pajero Sport, the Mitsubishi SUV which has won the world's toughest driving contest, the Dakar Rally. The Pajero sport was unveiled at a news media conference in New Delhi on 12th March 2012 by Mr. A Sankara Narayanan, Director, Hindustan Motors, and Mr. Masahiko Ueki, Executive Officer and Corporate General Manager of Asia and ASEAN Office, Mitsubishi Motors Corporation, Japan.



The Pajero sport is equipped with VG turbo engine which churns out a maximum power of 178 bhp and a maximum torque of 400 Nm, on-demand 4 WD facility, rear stabilizer and a turning radius of 5.6 meters.

The Pajero sport has a perfect blend of style and substance with its bold design and stylish body graphics that beholds the traditional appeal of a SUV. It is loaded with many features that includes stylish aesthetics, robust build quality, absolute power, creature comforts and versatile driving dynamics. The slogan "Go.Play" very well suits this new vehicle.

Mr. Sankara Narayana said "Pajero Sport, launched in India today, introduces a new generation of SUV thinking, fusing fun and comfort of urban driving with the thrill and excitement of all-terrain off-road driving. It is a perfect amalgamation of power, luxury, style, safety and comfort,". Pajero clocked 28 per cent growth. It was launched in India in 2002 when Mr. Narayanan was HM's managing director. The tie-up for manufacturing and marketing of Mitsubishi Motors' vehicles was linked during his stewardship of Hindustan Motors.

The Pajero Sport has been well accepted by Asian customers as an urban premium SUV. Stressing upon the strong bond between HM and Mitsubishi Motors, Mr. Ueki categorically stated, "I would like to express my commitment that Mitsubishi Motors will continuously introduce new models in the Indian market."

The Pajero Sport has been priced at Rs. 23.53 lakh, ex-showroom New Delhi. Bookings have started from March 13, 2012.

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