

PRESS RELEASE

Mitsubishi Pajero Rally to Spell Magic Today (Sept. 25, 2011)

*13 times winner of Dakar rally, world's toughest driving competition,
to showcase its off-roading capabilities in Vadodara*

Vadodara, September 24, 2011: Vadodara, the industrial hub of Gujarat, will experience the thrill and excitement of Hindustan Motors-Mitsubishi's much awaited Pajero Heart-in-Mouth (HIM) rally tomorrow (September 25, 2011).

Pajero HIM rallies, which were organized in Delhi and Ludhiana recently, enthralled the participants, viewers and the news media. HM-Mitsubishi is all set to hold these rallies in Pune, Coimbatore and Bengaluru soon.

The city shall witness the outstanding off-roading capabilities of the legendary sports utility vehicle (SUV) Mitsubishi Pajero which has the unique distinction of having won the world's toughest car driving contest, Dakar Rally, as many as 13 times. Significantly, Pajero and other Mitsubishi vehicles like Montero, Outlander, Cedia, Lancer etc are manufactured and marketed in India by multi-billion-dollar C K Birla Group's Hindustan Motors Ltd, India's oldest car company.

A large number of Mitsubishi Pajero owners and SUV fans from in and around Vadodara and Ahmedabad will expose over 40 Pajeros and a dozen Monteros to the challenge of extremely tough driving conditions. The 45-km-long rally will be flagged off from The Gateway Hotel, Akota, at 12.00 p.m. tomorrow.

The robust and world renowned Mitsubishi vehicles will encounter intense off-road and extreme driving conditions through rugged terrain including dirt roads, mud and slush patches, up-hill and downhill gradients etc. while passing through R C Dutt Road, Bird Circle, Gotri Road, Sevasi and ravines of Mahi river in Jaspur. The rally will head back to Akota via Bhayli.

Rajiv Saxena

General Manager,
Corporate Communications,
Hindustan Motors Ltd.,
Birla Building, 10th floor,
9/1, R. N. Mukherjee Road,
Kolkata – 700 001
Mb: 09674741919
Telephone: 033-22623391 (D),
E-mail: rajiv.saxena@hindmotor.com