



## PRESS RELEASE

### **Pajero Sport comes up trumps in Heart-in-Mouth driving event**

**BENGALURU, March 24, 2013:** Pajero Sport, Mitsubishi's worldwide acclaimed Mitsubishi's sport utility vehicle Pajero Sport once again proved its mettle in the Heart-in-Mouth boot camp held in the Wonder Valley resort here today.

Around two dozen proud owners of rugged-yet-refined Pajero Sports participated in the exciting event. The day-long development organized by Hindustan Motors-Mitsubishi was inaugurated by Mr. P.Vijayan, Chief Operating Officer and Strategic Business Unit Head of HM's Chennai car plant, at 9 a.m.

A large number of spectators and automobile connoisseurs from in and around the city thronged the venue to witness the event which pumped up their adrenaline levels. Participants from Bengaluru, Mangalore and Kochi reached the venue, all prepared to exhibit their off-road driving expertise on the 4-km track created along a naturally hilly locale strewn with daring up-hill and downhill gradients, rocky and muddy patches, criss-crosses, pits, etc.

Mr. Mohammed Sadiq Jaffer Sait, an international consultant in agriculture who participated in the camp today, said, "Pajero Sport is a man's car. Ever since I bought the vehicle in last December I have driven about 6000 km across cities crossing the worst of Indian roads. The vehicle generates confidence while going off the tarmac but also gives the comfort required for a long journey along city roads and highways. It is indeed India's best off-roader."

Mr. Christopher K Raj, CEO of Omni Matrix, an automobile-component manufacturing company, has been the owner of a Mitsubishi Cedia sedan for four years. Describing himself as a Mitsubishi vehicle fan, he stated, "Pajero Sport is a strong but easy-to-manoeuvre vehicle. It offers best quality drive both within the city and its outskirts. I along with my 12-year-old son and his friends enjoy long drives in it. Recently, I took them out for a drive to a dry lake. It was great fun! The seating style and space is so comfortable and well designed that the kids even had a picnic inside the SUV. I and my son loved the thrilling experience of real off-roading today and I am left with no doubt about Pajero Sport's ability."

Notably, Pajero Sport, which was launched in India in March 2012, took part in such an event for the first time. Till 2011, Heart-in-Mouth Pajero rallies used to be organized in and around difficult terrains in different cities; Pajero Sport's ancestor Pajero SFX and other Mitsubishi vehicles used to take part. Ushering a change in the format, a boot camp was arranged this year across an artificially created obstacle course. The participants were also offered the opportunity of getting a 50-point free check-up and other post-event facilities.

Commenting on the successful event, Mr. Vijayan, observed, "The enthusiastic response to today's Heart-in-Mouth boot camp shows that Pajero Sport needs no introduction about its ability. The vehicle once again proved its power quotient and ruggedness by tackling the 4-km arduous obstacle course with ease and aplomb.

"Pajero holds the record of 13 consecutive victories in Dakar Rally – one of the most difficult inter-continental automobile racing contests. No terrain is forbidden territory for the robust SUVs of the Pajero family. While a maestro of off-road driving, Pajero Sport is, at the same time, more than a match for the best sedans when it comes to traversing city roads and lanes. Its state-of-the-art designing and manufacturing as per the highest Japanese standards make it the best choice for customers," Mr. Vijayan added.

### **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 manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur 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.

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