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Hindustan Motors Mitsubishi to launch new cars in 2012, including new Pajero SUV, RushLane, December 21



Hindustan Motors Mitsubishi joint venture will be launching new cars in India in the first quarter of 2012, including much awaited new Pajero SUV. HM Mitsubishi was supposed to unveil their new cars in India at the 2012 Delhi Auto Expo, but due to recent Thai floods, the Japanese car manufacturer had to alter their plans.

Speaking about the announcement, Mr Manoj Jha, MD, Hindustan Motors Ltd., said, "We had decided to launch Pajero as well as new variants from the HM stable at the Auto Expo 2012 in New Delhi. However, some dislocation of operations at Mitsubishi Motors' Thailand facility due to natural calamity and unexpected events compelled us to alter our plans for participation in the auto show."

Hindustan Motors is one of the oldest car manufacturing companies in India which began operations in the year 1942. Before the meteoric rise of Maruti Udyog (now Maruti Suzuki), Hindustan Motors were the largest car manufacturer in India. One of their most recognized vehicles is the Ambassador which went into production in 1948. Ambassador is still available and is majorly used as a government vehicle and taxicab.

Hindustan Motors joint venture with Mitsubishi Motors began in 1998. The manufacturing unit is located in Thiruvallar, Tamil Nadu. Currently, HM Mitsubishi cars available in India include Lancer, Lancer Evo X, Cedia, Pajero, Montero and Outlander.

Speaking about their new cars to be launched in India next year, Mr Jha said, "One of our passenger carrier variants is expected to get approval from Automotive Research Association of India (ARAI) soon. Other commercial variants built on the Ambassador platform are also in the pipeline. Market research is being conducted across different states to elicit customer feedback on the new products. The rescheduled launch of Pajero and HM stable vehicles will start from the first quarter of the coming year (2012) with appropriate publicity."

"The company is confident of ramping up volumes through these variants. We will start rolling out our new product portfolio from the next quarter onwards. We hope that it will add significant volume to the company in the months to come," Mr Jha added.

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