

# INDIAN BUSINESS REVIEW

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## **HM to launch new Pajero, other vehicles in 2012 Q 1, Indian Business Review, December 21**

The much awaited new model of the legendary SUV Pajero will be launched in the first quarter of year 2012.

Making this announcement, Mr. Manoj Jha, Managing Director of Hindustan Motors Limited, which manufactures and markets Mitsubishi Motors Corporation's Pajero and other premium vehicles also in India, stated here today, "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."

"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," Mr. Jha added.

Hindustan Motors had recently launched a new variant for commercial applications. "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," the Managing Director said.

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