

Mitsubishi Malaysia upbeat on sales for Pajero Sport

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MITSUBISHI Motors Malaysia Sdn Bhd, the country's exclusive distributor of Mitsubishi Motors passenger cars and commercial vehicles, aims to sell 500 of its new Mitsubishi Pajero Sport SUV this year and double that in 2010.

"The legendary Pajero has a huge fan base in Malaysia and we are confident that Pajero Sport will be sought after," the company's chief executive officer Keizo Ono said.

Mitsubishi Malaysia has 20 bookings for Pajero Sport, which is priced at RM162,980 on the road with insurance, Ono said at the Pajero Sport media preview in Shah Alam on Thursday.

The fully-imported Pajero Sport, manufactured in Thailand, has garnered a strong response since its global debut in Moscow last September with over 9,000 units sold so far.

Pajero Sport is a SUV or passenger pick-up vehicle in the same class as Toyota Fortuner or Isuzu MU7 (D-Max).

"We are studying new variants to bring into the market. Although the market is slow, we are positive on prospects. However, for this year, there will be no new models in Malaysia after Pajero Sport," Ono said.