

DIMO Sponsors JITF 2013 And Displays Jaffna DATS Car



Diesel & Motor Engineering (DIMO) came on board as the Main Sponsor at the Jaffna International Trade Fair 2013 held at the Durayappah Stadium. This event proved to be a success with more than 60,000 visitors coming in during the three days and display stalls from companies from both India and Sri Lanka.

The ceremonial opening was held at the Jaffna Library under the patronage of many distinguished guests including Douglas Devananda, Minister of Traditional Industries and Small Enterprise Development, and Rishad Bathiyutheen, Minister of Industry and Commerce while V Mahalingam, Consul General of India in Jaffna, was the Special Guest.

The Trade Fair was organised by Lanka Exhibition and Conference Services with the partnership of Chamber of Commerce and Industries Yarlpanam, FCCISL and supported by the Sri Lanka Convention Bureau, with India coming in as the partner country. DIMO has been partnering this event as the main sponsor for the last four years, this being the largest exhibition to happen in the North every year.

DIMO had three display areas at the exhibition – an open area vehicle display, a closed area display of DIMO other products and display of TATA Nano at the entrance. The open area display included the TATA Passenger Car range (which included Nano and Manza), the entire TATA Commercial Vehicle range (which included DIMO Batti, DIMO Batta, 207 Single Cabs, LCV, MCV, HCV, Tippers, and Buses) and Mahindra tractors with implements. This provided a great opportunity for the community to witness the entire range of TATA vehicles, in Jaffna without having to come to Colombo.

The DIMO closed display area stall which was over 1000 sq ft took on a very local theme – “Swayam Waram”, meaning the auspicious ceremony by which you choose your partner in life in Jaffna. It took the style and colour of an old castle in which the World’s Best Engineered Brands were available for selection – to partner. Bosch power tools and accessories, SKIL power tools, Bosch automotive products, WD-40, fischer fixing solutions, Kumho and MRF tires, Original Equipment products for automobiles, Osram lighting products, Bosch Service, DIMO Adhi sathkara Engine repair and DIMO Automobile Training School (DATS) also had displays in the enclosed area.

In addition to the display inside the stall by the Jaffna DIMO Automobile Training School which included cut models of Mercedes-Benz and TATA engines, they brought their own home-grown automobile to the event. It was developed by 11 second year students of the Jaffna DATS programme.

It was built by modifying a DIMO Batta engine. Furthermore they modified the drive train, gearbox, differential and rear axle to make it smaller to suit the car. The entire chassis was developed by the students to suit the modified components, including the steering system.

The end product was a diesel powered, single seat go-cart type car with a very good turning circle. This car was actually driven to the grounds along the A9 road from the DATS premises. This vehicle was developed under the guidance of Donald De Silva, Parakrama Abeykoon and the academic staff of DATS.


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