



Ambassador to come in a New Look

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India's pride Ambassador will come in a new look. Hindustan Motors (HM) has instructed its Pune's design firm to give a new look to its iconic car Ambassador. Its first new variant is expected to be ready by December. HM introduced Ambassador in 1958. The new look of Ambassador is a part of marketing tactics to mount up HM's image in the auto industry which was on the verge to refer BIFR following 90% of the total loss in the first quarter of this fiscal.

The Managing Director of Hindustan Motors told that the first new variant will be ready by December. Onio-Design is working with the core team of Hindustan Motors to give a new look to Ambassador. They have planned to launch new Ambassador by first quarter of 2011. He added that their aim is to increase the target audience by bringing in new variants of Ambassador. The manufacturing of Ambassador's new variants will be done from Uttarpara facility. The upcoming new variants will come in the engine capacity ranging from 1500 cc to 2000 cc.



Jha stated that HM sold around 8,000 units of Ambassador in last financial year whereas they are expecting to reach figures more than 10,000 by end of this financial year. Jha also intimated that the company is planning to bring in hatchback cars soon and said that the manufacturing of the new variants of Ambassador is based on the customer feedbacks. HM has recently launched diesel and CNG variants of Light Commercial Vehicle Winner XD and are now headed to manufacture two tonne payload Light Commercial Vehicles. Hindustan Motors is looking ahead to double its dealership network and are looking to show their significant presence with the launch of new Ambassador variants.



Due to consistent rise in the raw materials HM has increased its car prices between Rs. 2,000 and 3,000 in October. On this Sougat Sen, Senior Director of Society of Indian Automobile Manufacturers(SIAM) said that all the car manufactures were facing the problem of consistent rise in raw materials and there was no hike in HM 's price which made them forced to increase the car prices.

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