



Hindustan Motors all set to launch BS IV Ambassador Diesel, Team-BHP, May 24

Hindustan Motors is all set to launch the BS IV compliant Diesel Ambassador. The 1.5L BS IV Diesel was displayed at HM's Uttarpara plant today.



Importantly, the BS IV compliant Ambassador can be sold by HM in 17 metropolitan cities again. The Ambassador was not being sold in these cities as sale of BS III cars had been banned from April 2010. HM says that the BS IV Diesel Ambassador will be launched in the market with a new name.

The recent past has seen a revival of the Ambassador's fortunes, with the vintage car outselling much more modern sedans by a handy margin. The Ambassador sold 500 units in March, outselling Fiat's Linea (120 units) and Ford's new Fiesta (98 units).

The launch of the BS IV Diesel Ambassador could see sales climb even further.

<http://www.team-bhp.com/news/hindustan-motors-all-set-launch-bs-iv-ambassador-diesel>