



## Hindustan Motors to Launch Ambassador Diesel BS4 by June end- Official, CarDekho, May 24

CarDekho has been constantly updating you about Hindustan Motors' plans of launching a BS IV-Compliant diesel-powered Ambassador in India, now the same has been officially confirmed by the company itself. HM has also confirmed that the BS IV diesel Ambassador will be launched in the market with a new name by June end. CK Birla Group owned Hindustan Motors' official has today displayed 1.5-litre BS IV diesel-driven Ambassadors in different configurations to office-bearers of Kolkata's different taxi associations at the company's plant located in Uttarpara here today.



Representatives of the association and some leading HM dealers too got the opportunity to drive the vehicles on the test track to get an actual feel of the car. Following extensive test driving, senior functionaries of the taxi associations and the dealers found the BS IV-compliant Ambassadors distinctly superior to the current BS III model. Mr. Bimal Kumar Guha, general secretary of Bengal Taxi Association, said, "I myself drove the BS IV Ambassador over several laps of the test track and found that the new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity, better cooling and overall better driveability with no compromise on fuel consumption. Of course, it meets the emission norms. I could not detect any smoke."



Mr. Tarak Nath Bari, secretary of Calcutta Taxi Association, stated, "Driving the BS IV Ambassador, today, was a pleasant experience. The forthcoming vehicle is positively better than the current BS III vehicle. The drive proved that the new vehicle fully matches the technical specifications provided by HM. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time." The introduction of the new BS IV-compliant Ambassador will now open for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010.

<http://www.cardekho.com/india-car-news/hindustan-motors-to-launch-ambassador-diesel-bs4-by-june-end-official-10442.htm>



Commenting on today's development, HM's managing director & CEO, Mr. Uttam Bose, observed, "We are all set to launch the BS IV-compliant diesel Ambassador very soon in keeping with our commitment earlier. Today's display and test of the new vehicle for Kolkata taxi associations' office-bearers and select HM dealers follows over three months of rigorous road testing of the forthcoming vehicle by our engineers. We displayed the car today and let a select group of the industry test drive it vigorously only when we had dealt with all possible shortcomings. The experts have found the forthcoming vehicle up to the mark in their feedback."