

HM set to launch BS IV diesel Ambassador

statesman news service

KOLKATA, 24 MAY: CK Birla Group's flagship company Hindustan Motors Ltd (HM) is all set to launch a new model of its iconic Ambassador, with BS IV-compliant diesel engine.

The company displayed the 1.5-litre BS IV diesel Ambassadors to Kolkata's different taxi associations at HM's plant in Uttarpara today. Representatives of the associations and some leading HM dealers too drove and rode the vehicles on the test track to get a feel of the forthcoming 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, the company said in a statement.

Mr Bimal Kumar Guha, general secretary of Bengal Taxi Association, said: "I drove the BS IV Ambassador... and found that the new vehicle offers higher power and torque... it meets the emission norms."

Mr Tarak Nath Bari, secretary of Calcutta Taxi Association, said: "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."

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.