



4 new variants of Ambassador to launch next year

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Earlier, Hindustan Motors had been reported for providing a totally new makeover to its model Ambassador. Recently, the company has said that it will launch 4 new variants of its popular model Ambassador in the duration of around next twelve or fifteen months. The company also said that it will launch a totally new brand for ramping up its non-institutional based buyer segment.



Managing Director Manoj Jha commented that one of the complaints was that the company has not launched new products. In the next 12-15 months, the company will definitely introduce four variants for its model - Ambassador. The new models will be distinguished from the present models both internally and externally, added Jha.

Jha also commented that Hindustan Motors is making this effort for increasing its presence and take in the personal car space which at present accounts for around twenty five 25 percent of total sales of Ambassador. He also said that the company is planning to further take it up to 50 percent in the next few months.

<http://www.cardekho.com/india-car-news/4-new-variants-of-ambassador-to-launch-next-year-2702.htm>