

HM Ambassador Encore BS4 Launched, Price Starts At Rs 4.97 Lakhs, DriveSpark, September 02

Hindustan Motors today launched the all new Ambassador with the BS4 compliant engine. HM's calling it the Encore. With its upgraded engine HM can start selling its sedan once again in cities where sale of BSIII model was banned.

Ambassador Encore has been priced at INR 4,97,996 lakhs (ex-showroom, Kolkata). HM is expecting a large chunk of orders to come from the "No-refusal" taxi segment in Kolkata. These are taxis which have the permit to operate 24X7, regardless of bandhs or weather conditions. These taxis wear a white paint, with blue stripes and the words "No Refusal" painted on the sides.

Taxi drivers also get further discounts, in particular if they exchange their existing Ambassadors for the Encore model.



The Encore with the new 1500cc, BS4 engine is said to deliver more torque and power as well as improve handling. More importantly, the new engine solves the smoke problem and improves fuel efficiency, as stated by Mr. Bimal Kumar Guha, general secretary of Bengal Taxi Association.

Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated, "It is a game-changing offer from HM which has always accorded highest priority to customers' needs and purchasing power. The company made significant investment in terms of Money and man hours to upgrade its BS III 1.5-litre diesel engine to BS IV standards and OBD 2 level. Yet it has chosen not to pass on the expenditure to customers. Through value engineering and cost-efficient manufacturing, HM is able to offer Ambassador Encore at this amazingly low price without any compromise on quality."

<http://www.drivespark.com/four-wheelers/2013/hm-ambassador-encore-with-bs4-engine-launched-005409.html>