



HM Ambassador Encore BS4 launched @ INR 4.98 lakhs, Motoroids, September 02



After several speculations and a lot of waiting, the BS4 compliant Ambassador was finally launched in India yesterday. The BS4 compliant car has been named as the HM Ambassador Encore and bookings for this variant are Now Open.

The new HM Ambassador Encore has been priced at INR 4,97,996 (ex-Showroom, Kolkata) for the 'No Refusal' taxi segment. No Refusal Taxis would soon be seen running all over Kolkata and the speciality of these cabs is that they won't refuse to be on service even in late night, bad weather, bandhs and rallies. These taxis will have a blue-white color combination and words No Refusal painted on them.

Powering the Ambassador Encore is a 1.5-liter diesel engine that is more powerful and has more torque. Hindustan Motors haven't yet revealed the tech specs of the updated engine. In BS3 guise, this 1.5 litre engine has a max power of 35.5bhp and peak torque of 7.44kgm.

Commenting on the launch of the new car, Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., said, "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."



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