

HM Ambassador Encore BS4 launched at INR 4.98 lakhs, eWallstreeter, September 01



Hindustan Motors has launched the BS4 compliant Ambassador. However, the car gets a suffix to its name and will be called the HM Ambassador Encore. Bookings for the Ambassador Encore commence today.

HM has priced the Encore at INR 4,97,996 (ex-Showroom, Kolkata) for the 'No Refusal' taxi segment. Customers in the replacement taxi segment will get a further reduction in price.

[No Refusal Taxis would soon be implemented in Kolkata. Basically, these taxis will not refuse a ride even during midnight, bad weather conditions, bandhs and rallies. These taxis will have the words 'No Refusal' on their sides and will have a blue-white color combo.]



The Encore's 1.5-liter diesel engine promises better power and torque, improved gradient negotiating capacity and a 'smoke issue' has also been resolved, though HM has not announced the specifications of the engine. In BS3 trim, this engine produces 35.5bhp and 7.44kgm of torque.

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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