

## Hindustan Motors Ambassador Encore 1.5-litre diesel taxi at a price below Rs 4.98 lakh, BS IV-compliant, Rushlane, September 01



Hindustan Motors Ltd new Ambassador Encore is BS IV-compliant. The diesel car is available at a price of Rs. 4,97,996 (ex-showroom Kolkata) for the 'no-refusal' taxi segment. Bookings will begin from September 2, 2013. Those making purchases in the replacement taxi segment will avail of reduction in the announced price.

West Bengal government recently issued 2000 no-refusal taxi segment permits. Another 2000 permits are expected in November. Hindustan Motors expects a good share of sales in this segment.

A significant investment in terms of money and man hours has been made to upgrade its BS III 1.5-litre diesel engine to BS IV standards and OBD 2 level.

Ambassador Encore price was announced at a meeting of office-bearers of West Bengal's varied taxi associations. Taxi organisation leaders tested the vehicle before its BS IV-compliant certification by Automotive Research Association of India (ARAI) came through. The upgrade gives HM a larger market now with 17 metropolitan cities where sale of BS III cars had been banned from April 2010. Production is being ramped at their Uttarpara plant, and financing, servicing, marketing and other fronts to facilitate transactions for buyers is being looked into.



[http://www.rushlane.com/hindustan-motors-ambassador-encore-1288141.html?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+rushlane%2FAmZY+\(Rush+Lane\)](http://www.rushlane.com/hindustan-motors-ambassador-encore-1288141.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+rushlane%2FAmZY+(Rush+Lane))