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Hindustan Ambassador BS IV launched at Rs 4.97 lakh, Autocar, September 02

Hindustan Motors has launched a BS IV compliant Ambassador that is known as the Encore. It comes at a price of Rs 4.97 lakh (ex-showroom, Kolkata). Those booking the car as a replacement taxi will



be offered a discount on the Encore's sticker price.

The carmaker claims better power and torque figures from the 1.5-litre diesel motor in the Encore and says it has also resolved some emission issues.

The Encore will play an important role in the public transport segment whereby these vehicles will be introduced as 'No refusal' taxis in Kolkata to start with. These cabs will not refuse a ride under any

circumstances.

Uttam Bose, managing director and CEO, Hindustan Motors Ltd., said, "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.autocarindia.com/auto-news/hindustan-ambassador-bs-iv-launched-at-rs-497-lakh-355428.aspx>