

Hindustan Motors launches its CNG vehicles' road show in three states, GNV Magazine, October 12

October 12, 2011. Hindustan Motors Ltd. (HM) launched a road show comprising its three CNG powered vehicles from its 34-acre plant in Pithampur, India. The one month long event will cover important cities in Maharashtra and Gujarat and will return to Pithampur via Indore.

The road show is part of the Kolkata-headquartered India's oldest car company's sustained campaign to create awareness about its existing, upgraded and new vehicles both in the passenger and commercial segments. Launched in June 2011, HM's road shows have, so far, received enthusiastic market response in West Bengal, Assam, Orissa, Bihar, Tamil Nadu and Puducherry.

The road show launched comprises HM's CNG vehicles only, targeting the relevant markets in Maharashtra and Gujarat. The convoy includes Ambassador Discovery and it is accompanied by a Winner 1.8 CNG XD cargo vehicle. A special feature of the road show is an upcoming 9+1 seat commercial passenger vehicle which will be presented essentially as a customer clinic to gather buyer feedback.



In an statement issued on the occasion, Manoj Jha, Managing Director, Hindustan Motors Ltd., stated customer satisfaction and environmental care have been the driving factors for Hindustan Motors. He added that they figure among the automobile industry's pioneers to have introduced vehicles using environment friendly fuels like CNG and LPG.

The road show shall cover Pune and Mumbai in Maharashtra. In Gujarat, it will pass through Vapi, Valsad, Daman, Silvassa, Nausari, Surat, Bharuch, Ankleshwar, Dahej, Vadodara, Anand, Kheda, Ahmedabad, Bhavnagar, Amreli, Junagarh, Porbandar, Jamnagar, Rajkot, Surendranagar, Mehsana, Pattan, Banaskantha, Himmatnagar, Sabarkantha, Gandhinagar, etc. The convoy shall return to Pithampur after holding shows in Indore.

http://www.gnvmagazine.com/eng/noticia-hindustan_motors_launches_its_cng_vehicles_039_road_show_in_three_states-2250