Hindustan Motors To Launch New Models, One India, July 15

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Hindustan Motors will soon launch new commercial vehicles and has kick-started its publicity campaign by conducting a road show from its plant in Uttarpara in West Bengal. The company also wants to publicise its current and forthcoming models.

The road show will showcase the classic ambassador and the HM Winner commercial vehicle. Hindustan Motors' road show will travel through West Bengal, Orissa, Assam and Bihar for 15 days. Hindustan Motors also plans to conduct the road show in North India, South India as well as in Central India..

Hindustan Motors managing director Manoj Jha in the company's media statement said: "Hindustan Motors has opted for a multi-pronged strategy which will witness consolidation and expansion of existing products like Ambassador and Winner and almost simultaneous introduction of new vehicles in the current quarter. We intend to grow our bouquet of offerings. The focus on auto components is being sharpened further. The vehicle armouring unit is being rejuvenated. Research and design has been imparted a new fillip. We need to deal both with the present and the future."

There have been rumours that Hindustan Motors is planning to revive its Ambassador car by launching a new version that is slightly smaller than the original Classic. This new car will be built on the Ambassador's platform and the frontal design is expected to be the same as the current model. The rear design will get a re-look and will be slightly smaller. There have been several sightings of the smaller ambassador which is still under development.

The Commercial vehicle that Hindustan Motors will launch later might also carry the same design features of the Ambassador. There have been unconfirmed reports that Hindustan Motors is building a single cad pick-upon the Ambassador's platform.

http://auto.oneindia.in/news/2011/07/hindustan-motors-to-launch-commercial-vehicle-150711-aid0152.html