

Hindustan Motors Launches Ambassador Encore BS4 Diesel Taxi, Motor Trend India, September 01

HM has revealed the name and price of the new BS IV 1.5-litre Ambassador taxi. It is called as Ambassador Encore and it is priced at Rs 4,97,996 (ex-showroom Kolkata) for the 'no-refusal' taxi segment. Bookings will start from tomorrow i.e. September 2, 2013.



The West Bengal government had recently issued 2000 permits for the no-refusal taxi segment and 2000 more are expected to be released in November. It is from this that HM expects the majority of sales to come from. Buyers in the replacement taxi segment will get a healthy discount in the announced price.

Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated, "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."

<http://www.motortrend.in/autonews/01092013/hindustan-motors-launches-ambassador-encore-bs4-diesel-taxi.htm>