

Business Standard

HM Launches BSIV compliant Ambassador 'Encore' at Rs 4.98 lakh, Business Standard, September 01

Home grown carmaker, Hindustan Motors has now launched the BS-IV compliant diesel Ambassador at Rs 4.98 lakh (ex-showroom, Kolkata) under the 'no-refusal' taxi segment. Named as Ambassador Encore has also begun from yesterday. Buyers in the replacement taxi segment will be able to avail of a handsome reduction in the announced price.



The government of West Bengal has recently issued 2000 permits for the no-refusal taxi segment, and now another 2000 permits will be released in November, this year. So, the C.K. Birla Group owned HM is expecting a good share of sales from these lots.

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. Through value engineering and cost-efficient manufacturing, HM is able to offer Ambassador Encore at this amazingly low price without any compromise on quality."

With the launch of Ambassador Encore, the HM will now be able to sell the vehicle in 17 Metropolitan cities where BS III compliant cars were banned in 2010.

http://www.business-standard.com/article/news-cd/hm-launches-bsiv-compliant-ambassador-encore-at-rs-4-98-lakh-113090200366_1.html