

Wheels Unplugged

Hindustan Motors launches its CNG vehicles' road show in three states, Wheels Unplugged, October 12

The multi-billion-dollar CK Birla Group's automobile major Hindustan Motors' Ltd. (HM) launched a road show comprising its three CNG-powered vehicles from its 34-acre plant in Pithampur. The one-month-long event will cover important cities in Maharashtra and Gujarat and will return to Pithampur via Indore. The road show was flagged off by B C Mishra, General Manager, Corporate Finance. Also present at the launch ceremony were Ashish Garg, Head of Pithampur factory, and other company employees.

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 company showcased its diesel and petrol-powered Ambassador, one-tonne payload commercial vehicle Winner 1.5 XD PLUS and the newly launched 800-kg payload carrier VEER and VEER LX. More promotional activities are in the pipeline.



However, the road show launched comprises HM's CNG vehicles only, targeting the relevant markets in Maharashtra and Gujarat. The convoy includes Ambassador Discovery which incorporates several new features, adding significantly to the iconic car's existing comfort levels. 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. All the three vehicles are BS4 compliant.

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. We figure among the automobile industry's pioneers to have introduced vehicles using environment friendly fuels like CNG and LPG. This road show is our humble contribution to sustainable development through a host of upgraded variants and new vehicles in the passenger and commercial segments. HM is all set to introduce more new vehicles and enhance choice for automobile customers."

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.

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