

# INDIAN BUSINESS REVIEW

## HM all set to launch BS IV-compliant diesel Ambassador, Indian Business Review, May 27

C K Birla Group's flagship company Hindustan Motors Ltd. (HM) is all set to launch a BS IV-compliant diesel-powered Ambassador.

Company officials displayed 1.5-litre BS IV diesel-driven Ambassadors in different configurations to office-bearers of Kolkata's different taxi associations at HM's plant located in Uttarpara. Representatives of the associations and some leading HM dealers too drove and rode the vehicles on the test track here to get an actual feel of the forthcoming car.

Following extensive test driving, senior functionaries of the taxi associations and the dealers found the BS IV-compliant Ambassadors distinctly superior to the current BS III model.



Mr. Bimal Kumar Guha, General Secretary of Bengal Taxi Association, said: "I myself drove the BS IV Ambassador over several laps of the test track and found that the new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity, better cooling and overall better driveability with no compromise on fuel consumption. Of course, it meets the emission norms. I could not detect any

smoke."

Commenting on the latest development, HM's Managing Director & CEO, Mr. Uttam Bose, observed: "We are all set to launch the BS IV-compliant diesel Ambassador very soon in keeping with our commitment earlier. Today's display and test of the new vehicle for Kolkata taxi associations' office-bearers and select HM dealers follows over three months of rigorous road testing of the forthcoming vehicle by our engineers. We displayed the car today and let a select group of the industry test drive it vigorously only when we had dealt with all possible shortcomings. The experts have found the forthcoming vehicle up to the mark in their feedback."

Mr. Tarak Nath Bari, Secretary of Calcutta Taxi Association, stated: "Driving the BS IV Ambassador, today, was a pleasant experience. The forthcoming vehicle is positively better than the current BS III vehicle. The drive proved that the new vehicle fully matches the technical specifications provided by HM. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time."

The introduction of the new BS IV-compliant Ambassador will now open for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010.

HM will be launching the BS IV diesel Ambassador in the market very soon with a new name.

<http://www.ibrnews.biz/2013/05/hm-all-set-to-launch-bs-iv-compliant.html>