



## **Hindustan Motors introduces Ambassador Encore in Kolkata, Finalaya, September 02**

Hindustan Motors (HM) has priced its newly introduced BS IV compliant diesel Ambassador at Rs 497,996 ex-showroom Kolkata under the 'no-refusal' taxi segment. The bookings for the vehicle named Ambassador Encore will begin from September 2 and the buyers in replacement taxi segment will be able to avail of a handsome reduction in the announced price. The company has 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. The sale of BS III cars had been banned from April 2010 in 17 metropolitan cities but Ambassador Encore has once again opened the market for the company. It is also ramping up production at its Uttarpara plant in Hooghly to meet the surging demand for the Encore. Hindustan Motors is India's pioneering automobile manufacturing company manufactures passenger cars, Multi Utility Vehicles and RTV. It also manufactures passenger cars in the mid size premium segment and has brought the Sports Utility Vehicle into the Indian market.

[http://www.finalaya.com/1\\_261570\\_news\\_Hindustan\\_Motors\\_introduces\\_Am.aspx?src=Accord%20Fintech](http://www.finalaya.com/1_261570_news_Hindustan_Motors_introduces_Am.aspx?src=Accord%20Fintech)