

HM launches BS IV compliant Ambassador at Rs 4.98 lakh, Car Wale, September 02

Hindustan Motors has announced the launch of their BS IV compliant Ambassador at Rs 4.98 lakh (ex-showroom Kolkata). The company has named the car as Ambassador Encore and is mainly targeted at the recently issued no-refusal taxi segment permits in Kolkata. The bookings for the car will commence today and HM has already ramped up the production capability of their Uttarpara plant.



The West Bengal government had recently issued 2000 permits in the no-refusal taxi segment with another 200 expected to be issued closer to November this year. Prior to this the government had earlier issued an ultimatum to discontinue BS III compliant taxis which has to be replaced by more environment friendly ones this year. HM has responded to this change in legislation by investing heavily in this engine upgrade as taxis account for a major chunk in the company's sales figures.

The new engine implies that HM will now sell the car in the major 17 metropolitan cities that have moved to the more stringent emission norms. Apart from improving the production capacity, the company has taken steps in the financing, servicing and marketing front to meet the surge in demand for the Ambassador.

From the Landmaster to the new Encore, the HM Ambassador has become an iconic car for the Indian roads; the fact that the car will not fade away in time due to changing regulations, is a reassuring one. After all, like we say here at CarWale, it's a car with a couch in the back! can there be a better way of travelling in a chauffeur driven car?

<http://www.carwale.com/news/11119-hm-launches-bs-iv-compliant-ambassador-at-rs-498-lakh.html>