

Hindustan Motors launches VEER LCV, Forbes, August 08

Hindustan Motors Ltd has launched the VEER, a 0.8-tonne (800 kg) small commercial vehicle (SCV) in Kolkata. This is the first step in the company's plans to introduce more vehicles in the current financial year. The company's chairman has also announced a slew of new vehicles will be launched by the end of this financial year.

The robust VEER is built on the tried and tested Ambassador platform, incorporating changes in transmission and suspension systems required for a sturdy load carrier. The vehicle is available in both diesel (BS III) and CNG (BS IV) versions and in two models – VEER and VEER LX. While VEER has a separate load tray, VEER LX's load tray is seamlessly integrated with the front cabin.



The uniqueness of VEER lies in the fact that it also offers the comfort of a car. In fact, the three-seat bench provided in the front cabin offers distinctly superior comfort level compared to other vehicles in this segment. In view of its Ambassador lineage, VEER will obviously enjoy the traditional benefits of low cost maintenance and easy availability of spare parts. The vehicle is also available as a drive-away chassis (DAC) with front cabin.

Hindustan Motors is launching VEER initially in East India with plans to go pan-India over the current financial year.

Initially available in marshall cream and stack brown colours, Veer diesel's inaugural price for the month of August 2011 is pegged at Rs. 3.30 lakh ex-showroom Kolkata.

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