

AUTO TECH REVIEW

The language of technology

Hindustan Motors to Contract Manufacture Isuzu vehicles, Auto tech review, June 28

Hindustan Motors (HM) Ltd has signed a contract manufacturing deal with Isuzu Motors India Pvt Ltd (IMIPL) to assemble IMIPL's SUVs and pick-up trucks at its facility in Thiruvallur, near Chennai. Components for the vehicle assembly will be imported from Isuzu Motors in Thailand. This development comes at a crucial time for HM as the Cedia has recently been discontinued and sales for the Outlander too are almost negligible. Both these vehicles were/ are produced at the Thiruvallur plant.

IMIPL had launched the MU7 SUV and DMAX pick-up truck in March 2013 in Coimbatore and is presently importing these vehicles as CBUs from Thailand.



“We are very confident about the growth prospects of the SUV and LCV market in India, notwithstanding the current slowdown. The collaboration with Hindustan Motors will support us by carrying out assembly of our products at Thiruvallur, which is about 70 km from Sri City, Andhra Pradesh, where our own local manufacturing facility is planned to come up,” said Takashi Kikuchi, President, IMIPL.

The development will help the Japanese company to advance the timelines of its sales and expand operations across the country. Both companies have worked under supply agreements earlier, wherein HM was using engines from Isuzu in its Ambassador car.

Talking about the agreement, Uttam Bose, MD & CEO, HM said the operations will enable HML to optimally utilise its spare capacity at Thiruvallur and make eminent business sense at a time when the Indian economy and the automobile industry, in particular, are passing through testing times.

<http://autotechreview.com/news/item/769-hindustan-motors-to-contract-manufacture-isuzu-vehicles.html>