

Hindustan Motors launches upgraded 'Cedia Select 2012', The Economic Times, July 11

CHENNAI: Kolkata-based CK Birla Group flagship venture Hindustan Motors today announced the launch of its upgraded mid-size sedan 'Cedia Select 2012'.

The new Cedia Select 2012 priced at Rs 8.90 lakh (ex-showroom New Delhi) will be available in three colours -- white speed, black flash and rally red, Hindustan Motors said in a statement.

The vehicle equipped with a seven-inch Mapmyindia android-based carpad enables customers to make calls, watching television and surfing net besides providing video-chatting facilities, it said.

The car comes with a tablet that can be mounted either on windscreen or at the back of the head-rest for the passengers of the rear seat, it said.

The sedan is manufactured at the company's Thiruvallur facility near here and equipped with safety features including day and night rear view mirror, front airbags and child-protection rear lock.

The company currently manufactures Ambassador (1500 and 2000 cc diesel, 1800 cc petrol, CNG and LPG variants) in the passenger car segment, light commercial vehicle 1-tonne payload mini-truck Winner 1.5 XD PLUS (diesel) and Winner 1.8 XD PLUS (CNG) and auto components at its Uttarpara plant.

http://articles.economictimes.indiatimes.com/2012-07-11/news/32632847_1_hindustan-motors-chennai-kolkata