

Hindustan Motors To Bring Revamped Ambassador

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India's own treasure Ambassador, which was once a favourite brand for all, is set to begin its journey again in India with upgraded features in it, Hindustan Motors said. The company is planning to build improved form of Ambassador with cutting-edge engineering while maintaining its retro design.

Hindustan Motors is planning to bring 2.0L and 1.5L petrol and diesel engines powered by BS IV-complaint and BS V-ready. The company has brought in experts from Europe to inculcate significant changes in the car's exterior. HM is, however, firm in maintaining its classic look as it was before.

"The new Amby will have a retro design and sport cutting-edge engineering to compete on comfort and value for money. Overseas experts have been roped in for the metamorphosis. The new version will be ready by January-February 2011 for test trials and is expected to undergo validation by May so that commercial production can begin next July," HM Chairman, C. K. Birla was quoted as saying.

HM maintained that the new car would be the sibling of the Ambassador adding that the 'the new-look retro exterior, the interiors will be revamped'. "Overseas technology firms are working on each aspect of the car to ensure the vehicle is on a par with contemporary vehicles on Indian roads in terms of built quality and reliability," HM MD Manoj Jha said.

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