

**H**INDUSTAN Motors Ltd (HM), the C K Birla Group's flagship company, is set to launch a BS IV compliant diesel-powered Ambassador. The company displayed 1.5-litre BS IV diesel Ambassadors in different configurations to the office-bearers of different taxi associations at its plant located in

launching the BS IV diesel Ambassadors in the market soon with a new name.

Speaking on the occasion, Mr Uttam Bose, MD & CEO, HM said, "We are all set to launch the BS IV-compliant diesel Ambassador very soon in keeping with our commitment earlier. The display and test of the new vehicle follows over three

months of rigorous road testing of the forthcoming vehicle by our engineers. The experts have found the forthcoming vehicle up to the mark in their feedback."

negotiating capacity, better cooling and overall better driveability with no compromise on fuel consumption. Of course, it meets the emission norms. I could not detect any smoke."

Mr Tarak Nath Bari, Secretary, Calcutta Taxi Association said, "The forthcoming vehicle is positively better

## Hindustan Motors to launch Diesel Ambassador

Uttarpara, Kolkata recently.

Representatives of the associations and some leading HM dealers took test drives of the vehicles on the track to get an actual feel of the forthcoming car. Following extensive test driving, senior functionaries of the taxi associations and the dealers found the BS IV-compliant Ambassadors distinctly superior to the current BS III model. The introduction of the new BS IV-compliant Ambassador will open in 17 metropolitan cities where sale of BS III cars had been banned from April 2010. The company will be

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Commenting on the vehicle, Mr Bimal Kumar Guha, General Secretary, Bengal Taxi Association, said, "The new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient



▲ Mr Bimal Kumar Guha, General Secretary, Bengal Taxi Association taking a test drive of the new diesel Ambassador.

than the current BS III vehicle. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment".

▼ Office-bearers of Kolkata Taxi Association inspecting the new BS IV compliant Ambassador.

