

## **New Hindustan Motors Ambassador Encore, The Automotive India, September 02**

News is that Ambassador is launching another version Ambassador Encore with BSIV compliant engine.

Pricing is below 5lakhs, and thats appreciative considering the fact that HM folks have invested quite a bit on the compliance upgradation. But will Ambassador gather any numbers outside Kolkata, where itself it is loosing shine to Indigo and Logans.



Quote:

C. K. Birla Group's Hindustan Motors Ltd. has priced its newly introduced BS IV-compliant diesel Ambassador at Rs. 4, 97, 996 (ex-showroom Kolkata) for the 'no-refusal' taxi segment. Bookings for the vehicle named Ambassador Encore will begin from tomorrow (September 2, 2013).

Buyers in the replacement taxi segment will be able to avail of a handsome reduction in the announced price.

Significantly, the West Bengal government has recently issued 2000 permits for the no-refusal taxi segment. Another set of 2000 similar permits is expected to be released in November. HM expects a good share of sales from these lots.

Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., stated, "It is a game-changing offer from HM which has always accorded highest priority to customers' needs and purchasing power. The company made significant investment in terms of money and man hours to upgrade its BS III 1.5-litre diesel engine to BS IV standards and OBD 2 level. Yet it has chosen not to pass on the expenditure to customers. Through value engineering and cost-efficient manufacturing, HM is able to offer Ambassador Encore at this amazingly low price without any compromise on quality."

Hindustan Motors' National Sales Head, Mr. Chandan Bose, formally announced the price at a meeting of office-bearers of the state's different taxi associations late last night. Leaders of the taxi organisations, who had extensively tested the vehicle even before its recent certification as BS IV-compliant by Automotive Research Association of India, once again endorsed the upgraded vehicle's features and value for money.

According to Mr. Bimal Kumar Guha, general secretary of Bengal Taxi Association, "The new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity and overall better driveability with no compromise on fuel consumption. The smoke issue has also been resolved by the BS IV engine."

Mr. Tarak Nath Bari, secretary of Calcutta Taxi Association, stated, "Ambassador Encore is positively better than the current BS III vehicle. It fully matches the technical specifications provided by HM and certified by ARAI. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time."

Ambassador Encore has once again opened for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010. It is ramping up production at its Uttarpara plant in Hooghly to meet the surging demand for the Encore. Several other steps are being taken on the financing, servicing, marketing and other fronts to facilitate transactions for buyers.

<http://www.theautomotiveindia.com/forums/indian-auto-news/14197-new-hindustan-motors-ambassador-encore.html>