



PRESS RELEASE

Hindustan Motors all set to launch BS IV-compliant diesel Ambassador

1.5-litre vehicle displayed to taxi associations at HM plant

HOOGHLY (West Bengal), May 24: C K Birla Group's flagship company Hindustan Motors Ltd. (HM) is all set to launch a BS IV-compliant diesel-powered Ambassador.

Company officials displayed 1.5-litre BS IV diesel-driven Ambassadors in different configurations to office-bearers of Kolkata's different taxi associations at HM's plant located in Uttarpara here today. Representatives of the associations and some leading HM dealers too drove and rode the vehicles on the test track here 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.

Mr. Bimal Kumar Guha, general secretary of Bengal Taxi Association, said, "I myself drove the BS IV Ambassador over several laps of the test track and found that the new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient 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 of Calcutta Taxi Association, stated, "Driving the BS IV Ambassador, today, was a pleasant experience. The

forthcoming vehicle is positively better than the current BS III vehicle. The drive proved that the new vehicle fully matches the technical specifications provided by HM. 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.”

The introduction of the new BS IV-compliant Ambassador will now open for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010.

Commenting on today’s development, HM’s managing director & CEO, Mr. Uttam Bose, observed, “We are all set to launch the BS IV-compliant diesel Ambassador very soon in keeping with our commitment earlier. Today’s display and test of the new vehicle for Kolkata taxi associations’ office-bearers and select HM dealers follows over three months of rigorous road testing of the forthcoming vehicle by our engineers. We displayed the car today and let a select group of the industry test drive it vigorously only when we had dealt with all possible shortcomings. The experts have found the forthcoming vehicle up to the mark in their feedback.”

HM will be launching the BS IV diesel Ambassador in the market very soon with a new sub-name.

About Hindustan Motors Limited

Hindustan Motors Limited, the flagship venture of the multi-billion dollar CK Birla Group, was established during the pre-Independence era at Port Okha in Gujarat. Operations were moved in 1948 to Uttarpara in district Hooghly, West Bengal, where the company began the production of the iconic Ambassador.

Equipped with integrated facilities such as press shop, forge shop, foundry, machine shop and aggregate assembly units for engines, axles etc, 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’s

1.5-litre and 2.0 litre diesel versions and Winner 1.8 XD PLUS (CNG) model, and auto components at its Uttarpara plant. The company also runs operations at Pithampur near Indore in Madhya Pradesh where it produces Winner.

Hindustan Motors entered into technical collaboration with Mitsubishi Motors Corporation of Japan in 1998. Under this license, HM manufactures/markets premium Mitsubishi passenger vehicles from its third plant situated at Tiruvallur and office in Chennai in Tamil Nadu. Lancer was the first Mitsubishi vehicle to be introduced in India by HM in 1998 and it was followed by Montero (2001), Pajero (2002), Cedia (2006), Outlander (2008) and Lancer Evolution X in 2010. Special edition variants of some of these vehicles were also launched in between. Pajero Sport, which was launched on March 12, 2012, is the latest member of the HM-Mitsubishi group of vehicles in India. It has won BBC Top Gear's 'Off-roader of the Year 2012' award.

Hindustan Motors is committed to core values of quality, safety, environmental care and holistic customer orientation.

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