



Ambassador with BSIV diesel engine launch nears: HM, Witty Sparks, May 24

Hindustan Motors revealed today that as per their promise, they will soon launch the iconic Ambassador with a diesel engine that is compliant with BSIV emission standards. This new 1.5L BSIV compliant diesel engine was tested by Bengal Taxi Association's general secretary, Mr. Bimal Kumar Guha.



HM's 1.5-litre BS IV-compliant Ambassador, which will be launched soon, being tested at the company's track by functionaries of Kolkata taxi associations and dealers on Friday (May 24, 2013)

Hindustan Motors is the flagship company of C K Birla Group, which was founded in 1942. It has head quarters in Kolkata. Speaking about the new engine, HM officials displayed their new diesel engine earlier today. The new Ambassador featuring the 1.5L diesel heart, will be launched very soon in India, with a new name.

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."

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