



Hindustan Motors MD, Manoj Jha at the launch of Ambassador based Veer and Veer LX pickups

Amby pickup joins LCV ranks!

HINDUSTAN MOTORS HAS LAUNCHED A commercial vehicle on the Ambassador platform, the Veer. The payload is 0.8 tonnes and the Veer will come in the form of a pickup with an Ambassador front-end and the Veer LX whose loading bay is integrated into the cabin body which makes the LX look like a classic-bodied pickup. Both receive familiar front-end albeit with a strangely downmarket looking

grille. CNG and diesel versions meeting BS3 and BS4 norms are on sale, starting at ₹ 3.30 lakhs ex-Kolkata. The Veer is to be manufactured at the company's Uttarpara plant near West Bengal's capital. HM chairman C K Birla also announced that HM is shortly to launch a ten-seater people carrier based on the Winner LCV. In an effort to promote their new vehicles, HM is organising road shows across the country.