

# JOTTINGS

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## REINVENTING AN ICON

**MANY WOULD SAY** it's better late than never. This, in response to Hindustan Motors (HM) — manufacturer of the iconic Ambassador car — finally deciding to introduce a hatchback by March 2014. “Work on the hatchback is already in progress. The new car will be built on the Ambassador platform,” says Uttam Bose, CEO and MD of HM, adding that the new car will also sport the Ambassador badge. The risk in this is whether buyers will take the Ambassador name to mean trust and endurance or associate it with rather archaic technology. — *Swati Garg*

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