



## HM Ambassador Encore BS4 launched at INR 4.98 lakhs, Niuzer.com, September 02



Hindustan Motors has launched the BS4 compliant Ambassador. However, the car gets a suffix to its name and will be called the HM Ambassador Encore. Bookings for the Ambassador Encore commence today.

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Mr. Uttam Bose, Managing Director & CEO, Hindustan Motors Ltd., said -

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.

[http://indianautosblog.com/2013/09/hm-ambassador-encore-bs4-launched-94032?utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+IndianAutosBlog+%28Indian+Autos+blog%29](http://indianautosblog.com/2013/09/hm-ambassador-encore-bs4-launched-94032?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+IndianAutosBlog+%28Indian+Autos+blog%29)