

Hindustan Ambassador BS4 Diesel all set for a launch in India, IndianCarsBikes, May 24

After years of soporific inaction, Hindustan Motors has broken into a jog of sorts, what with the impending launch of the Ambassador BS4 Diesel engine model. To mark the advent of the BS4 diesel engine equipped Ambassador, Hindustan Motors even plans to rename the car. Thus far, the Ambassador has been selling with BS3 diesel engines and a BS4 petrol engine, severely limiting the car's diesel engine variants' sales in BS4 cities of India. With the introduction of the BS4 compliant Ambassador Diesel, Hindustan Motors will be able to break into 17 big Indian cities, all of which now follow the BS4 emission norms. The rechristened Ambassador BS4 Diesel engine model is expected to be launched in the next few weeks.



Hindustan Motors has already showcased the BS4 engine Ambassador to a select group of cab operators and Hindustan Motors Dealers in an event held at the Uttarpara factory at West Bengal, the same facility that churns our Ambassador cars. The preview included a test drive of the Ambassador BS4 Diesel, with Hindustan Motors claiming that "The experts have found the forthcoming vehicle up to the mark in their feedback". The Ambassador BS4 Diesel engine car will feature a modified version of the 1.5 Liter diesel engine that is currently used on the BS versions of the car. In BS4 guise, the engine is expected to deliver more power and torque than the BS3 version of the engine.

Although Hindustan Motors is bullish about the Ambassador's prospects with the introduction of the BS4 emission norms compliant diesel engine, the car remains confined to the fringes of the Indian car market. In fact, the Ambassador isn't even considered to be a option worth mulling over by the majority of car buyers in India. Sales of the Ambassador comes mainly from cab operators and the Indian government. It will take more than just a BS4 compliant BS4 diesel engine to make the Ambassador a compelling proposition to the majority of Indian car buyers, spoilt as they are with tech packed and feature laden choices from a bevy of international car makers operating in the Indian car market.