

Hindustan Motors Launches Small CV, 'Veer' In Kolkata, The Automotive Horizon, August 08

Hindustan Motors, the manufacturers of iconic Ambassador cars have launched a small diesel commercial vehicle with a price tag of Rs 3.30 lakh. The newest vehicle from the stable of HM, Veer is a commercial vehicle with all the trappings of a passenger car.

This 0.8-tonne (800 kg) small commercial vehicle (SCV) was launched yesterday in Kolkata by Manoj Jha, Managing Director of HM. Initially, the vehicle will be sold in the Eastern Indian markets. Plans are afoot to launch a slew of commercial vehicles this year, according to the official.



Jha said: "Our Chairman CK Birla had announced the launch of a gamut of new vehicles at HM's annual general meeting held in Kolkata on August 4, 2011. We have now honoured our commitment by introducing Veer. As this is only the start and more products are on the pipeline. We are planning to produce these vehicles from both our Uttarpara, West Bengal facility and Chennai plant. In our Uttarpara unit, we already manufacture Ambassador cars, while our Chennai assembly plant makes Mitsubishi range of vehicles".

Veer is a small commercial vehicle with the comfort of a passenger car. Built on the legendary Ambassador platform, the company has worked hard to bring transformation in transmission and suspension systems that are the prerequisites of a sturdy road carrier. Care has been taken, while developing this products, especially keeping in mind the tough terrains of Eastern

India. Available in both diesel and CNG versions, the diesel model, which is BS-III and CNG being BS-IV are available as Veer and Veer LX. Veer has a unique and separate load tray while the latter model has the load tray integrated with the front cabin.

The vehicle has a three-seat bench in the front cabin, which offers distinctly superior comfort level compared to other vehicles in this segment. Thanks to the Ambassador's lineage, Veer is bound to enjoy the traditional benefits of low cost maintenance and easy availability of auto components. Also available as a drive-away chassis (DAC) with front cabin, the vehicle would be initially available in the Eastern Indian markets. But the company has plans to launch the vehicle across the country this financial year itself. The vehicle is available in two colours right now, marshall cream and stack brown.

http://automotivehorizon.sulekha.com/hindustan-motors-launches-small-cv-veer-in-kolkata_newsitem_2687