

HM Launches Ambassador Pickup, Autocar, August 08

Hindustan Motors has launched Veer – a new model in the small commercial vehicle (SCV) space. The 0.8 tonne SCV is HM's second offering in the SCV market. The Veer will compete against the Tata Ace and Piaggio's Truk. HM already has a 1-tonner mini truck called Winner in that segment. HM plans to introduce more vehicles in the current financial year from its Uttarpara and Chennai plants.

"More new vehicles will follow suit. These will come both from our Uttarpara plant in West Bengal, where we manufacture the iconic Ambassador and other vehicles, and our Chennai facility where we build the Mitsubishi range of vehicles. Our bouquet of offerings is set to expand at a fast pace due to our reinforced emphasis on new product development," stated Manoj Jha, HM's Managing Director, after unveiling the new vehicle.



The Veer is built on the tried and tested Ambassador platform, incorporating changes in transmission and suspension systems required for a load carrier. The vehicle is available in both diesel (BS III) and CNG (BS IV) versions and in two models – Veer and Veer LX. While Veer has a separate load tray, Veer LX's load tray is seamlessly integrated with the front cabin.

HM says that the three-seat bench provided in the front cabin offers distinctly superior comfort level compared to other vehicles in this segment. According to the company, because of its Ambassador lineage, Veer will enjoy the traditional benefits of low cost maintenance and easy availability of spare parts. The vehicle is also available as a drive-away chassis (DAC) with front cabin.

Hindustan Motors is launching Veer initially in East India with plans to go pan-India over the current financial year. Veer diesel's inaugural price for the month of August 2011 is pegged at Rs 3.30 lakh ex-showroom Kolkata.

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