



Hindustan Motors Launches VEER – Amby Pickup Stages a Comeback, Turbo BHP, August 08

Hindustan Motors is pulling up its socks and is starting the new-look operation with gusto. The first launch has been conducted today – VEER – the pickup version of the Amby has been announced for the Kolkata market. The vehicle will join other markets in phases.

Turbo BHP readers will not be shocked by this development. We were indeed the first automotive blog to discuss the Amby pickup comeback along with a SRK rendering.



Talking about the vehicle, the 800kg payload pickup is available in BS3 (diesel) and BS4 (CNG fuel) versions. The vehicle can also be ordered as a drive-away chassis (DAC).

The diesel model is priced at 3.30 lakh rupees in Kolkata.

The VEER is a spiritual revival of the HM Porter pickup that was sold in the 80's. It will compete with the likes of the Tata Ace, Mahindra Maxximo and Ashok Leyland Dost.

We wish HM good luck with the Veer and the other immediate launches.

Hindustan Motors launches VEER

A small commercial vehicle with comfort of car

Diesel version's inaugural offer price Rs. 3.30 lakh

Launch to begin from East India

KOLKATA, August 8, 2011: India's pioneering car company Hindustan Motors Ltd. (HM) launched VEER, a 0.8-tonne (800 kg) small commercial vehicle (SCV) here today, kick-starting the company's plans to introduce more vehicles in the current financial year.

Notably, the company's Chairman, Mr. C K Birla, had announced the imminent launch of a slew of new vehicles at HM's annual general meeting held here on August 4.

“We have honoured our commitment by launching VEER. 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 Mr. Manoj Jha, HM’s Managing Director, after unveiling the new vehicle.

The robust VEER is built on the tried and tested Ambassador platform, incorporating changes in transmission and suspension systems required for a sturdy 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.

The uniqueness of VEER lies in the fact that it also offers the comfort of a car. In fact, the three-seat bench provided in the front cabin offers distinctly superior comfort level compared to other vehicles in this segment. In view of its Ambassador lineage, VEER will obviously 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.

Initially available in marshall cream and stack brown colours, 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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