

Press release

HM launches VEER road show in West Bengal

KOLKATA, September 15, 2011: The multi-billion-dollar CK Birla Group's automobile major Hindustan Motors Ltd. today launched its second round of West Bengal road show to showcase its recently launched small commercial vehicle VEER along with the iconic Ambassador and light commercial vehicle Winner XD PLUS.

The 15-day road show shall intensely cover the districts of East Midnapur, West Midnapur, Bardhaman, Nadia and Hooghly. The event is a sequel to similar promotional activities conducted by Hindustan Motors so far in West Bengal, Assam, Orissa, Bihar, Tamil Nadu and Puducherry with Ambassador and Winner. VEER is a new entrant in the company's field promotions. More road shows will be launched soon again in Orissa and Bihar as also in Gujarat, Maharashtra, central and north India.

Flagging off the road show, Hindustan Motors' Managing Director, Mr. Manoj Jha, stated, "The road shows are the culmination of HM's concerted and sustained efforts to enrich its bouquet of offerings for its existing and potential customers both in the passenger and commercial categories. Two models of our 800-kg commercial vehicle, VEER and VEER LX, were launched on August 8 in Kolkata. We have begun showcasing them from the eastern part of the country, West Bengal being the starting point. The next few months shall witness the launch of more vehicles on the Ambassador platform from our Uttarpara plant in Hooghly. The company's Pithampur plant near Indore is focusing on CNG variants of the one-tonne payload LCV Winner and the vehicles will hit the streets sooner than later."

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.

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.

The price of Veer's diesel version is Rs. 3.30 lakh (ex-showroom Kolkata).