



Hindustan Motors gets ARAI approval for BS4 Ambassador Diesel, Team-BHP, July 25

Hindustan Motors is expected to launch the BS-4 emission norms compliant diesel engine Ambassador next month as the car has now received ARAI certification. While specifications of the BS4 compliant diesel engine remain unknown at this point in time, a 1.5 liter engine capacity and turbo charging are expected to be the two major features of this motor.



Hindustan Motors will begin rolling out the Ambassador Diesel in BS4 guise from its Uttarpara factory in West Bengal, over the next few days. BS4 compliance for the diesel engine Ambassador will give Hindustan Motors access to 20 major Indian cities, which have adopted BS4 emission norms. By 2015, 50 Indian cities are expected to shift to the more-stringent emission norms.

Since April 2010 (the time from when BS4 emission norms kicked in across 13 cities of India), Hindustan Motors has not been able to sell the diesel variants of the Ambassador as the car wasn't certified to meet the new emission norms. The renewed access to these markets could mean higher volumes for Hindustan Motors. Also, BS4 compliance will mean that the Ambassador will be back on Kolkata roads, in the taxi segment.

The taxi segment in Kolkata is one of the largest contributors to the Ambassador's volumes. The deadline for making the Ambassador Diesel BS4 compliant finally expired in May 2013. This, after the West Bengal government granted multiple deadline extensions to Hindustan Motors, right from April 2010.

The expiration of the May 2013 deadline and the West Bengal government's subsequent refusal to extend the deadline seems to have prompted Hindustan Motors to hasten the arrival of the BS4 Ambassador Diesel. In the past, the car maker has overshot multiple deadlines for bringing the BS4 diesel model to the market.

Hindustan Motors's future plans for the Ambassador involve a compact sedan version of the car, lined up for a launch by the end of this year. The sub-4 meter version of the Ambassador could be attractively priced due to excise duty benefits conferred by the Indian government on compact cars.

Next year, a redesigned Ambassador could be launched. Aimed at younger buyers, the car is said to feature comprehensive restyling and new features. The new version of the Ambassador will be built on the existing platform. The new BS4 emission norms compliant 1.5 liter turbo diesel engine is expected to be the basis for new Ambassador models.

<http://www.team-bhp.com/news/hindustan-motors-gets-arai-approval-bs4-ambassador-diesel>