



## **Hindustan Motors introduces BS IV compliant Ambassador Encore for Rs. 4.97 lakh, CarTrade, September 02**

Indian home grown company Hindustan Motors recently announced that its newly unveiled

Bharat Stage IV compliant diesel engine of Ambassador shall be priced at Rs. 4,97,996 (ex-showroom Kolkata) under the no refusal segment. According to the statement released by the company, the new car is named as Ambassador Encore and the bookings of the vehicle shall commence soon. Moreover, buyers that have enrolled under the replacement taxi system can derive additional discounts in the announced price of the car.

It must be noted that West Bengal government had issued around 2000 permits under the no-refusal taxi segment and it is likely that a further addition of 2000 more will be made till November. It is reported that Hindustan Motors is pinning its hopes on this segment in order to boost the sales of its car.

Under the no refusal taxi system the State Government of West Bengal has brought about a new concept wherein the taxi drivers cannot refuse to the demands of passengers. Furthermore, in order to differentiate between the normal and no refusal taxis, the government of the state has made it compulsory for the latter to print no refusal on the car.

Besides, the new taxis shall have additional features aimed at providing optimum comfort and convenience to passengers.

Speaking at this new initiative, Hindustan Motors Managing Director and Chief Executive Officer, Uttam Bose was quoted as saying, "It is a game-changing offer from HM which has always accorded highest priority to customers' needs and purchasing power." He further added that Hindustan Motors has significantly invested its capital in order to upgrade the Bharat Stage III 1.5-litre diesel engine to Bharat Stage IV emission norms, alongside obtaining level 2 On-board diagnostics.

Bose told that despite these overall improvements, the company has not passed on the burden of additional cost to customers. He also said that through innovative engineering and cost effective manufacturing process, Hindustan Motors has been able to maintain the low price of Ambassador Encore without compromising on the quality of car. As told by Chandan Bose (National Sales Head for Hindustan Motors) the pricing of Ambassador Encore was formulated after a formal meeting comprising senior officials from different taxi associations of the state and after reaching a consensus, the price of the car was made official.

The new car of Hindustan Motors has opened gates for the company in 17 cities where the use of BS III compliant cars was previously banned due to their high carbon emission levels. Now with introduction of advanced system, the company will start selling its new car in different parts of the country. It is said that the Indian company is all set to revamp its production capacity in the Uttarpara plant situated in Hooghly to meet the demand for Ambassador Encore.

<http://www.cartrade.com/car-bike-news/hindustan-motors-introduces-bs-iv-compliant-ambassador-encore-for-rs-4-97-lakh-121567.html>