



## HM launches the Ambassador Encore (BSIV Diesel), Team-bhp, September 01

Indian car and utility vehicle maker Hindustan Motors has just launched the BS4 emissions compliant, diesel version of the Ambassador. Dubbed the Ambassador Encore, this diesel car's BS4 compliance will mean that it can now be sold in 17 cities, from where it had to be discontinued since April 2010 due to non-compliance of BS4 emission norms.

Curiously, Hindustan Motors has refrained from revealing technical specifications of the BS4 certified diesel engine of the Ambassador, apart from the engine's displacement of 1.5 liters. What it has revealed though, is the price of the car. The Hindustan Ambassador Encore BS4 Diesel car is priced at 4.98 lakh rupees, ex-showroom Kolkata.



In BS-3 guise, the Ambassador's 1.5 liter diesel engine outputs 36 Bhp-73 Nm. Power and torque figures for the OBD-II compliant, BS4 version of this engine are expected to be higher. Quotes from Mr Bimal Kumar Guha, the General Secretary of Bengal Taxi Association seems to indicate just this,

The new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity and overall better driveability with no compromise on fuel consumption. The smoke issue has also been resolved by the BS IV engine.

Bookings of the Ambassador Encore will begin today. The West Bengal government has just issued 2,000 permits under the "No Refusal" taxi scheme, with a further 2,000 permits due to be issued in November 2013. Sales of the Ambassador Encore are expected to be driven largely by this new scheme.

Also, cabbies in Kolkata seeking to buy the Ambassador Diesel under the No Refusal cab scheme are eligible for a further discount. The No Refusal cab scheme involves the taxi driver signing an agreement with the West Bengal government, stating that he/she will not refuse passengers at any hour of the day or in inclement weather conditions.

This rule has been brought into effect as taxi drivers in Kolkata have been found refusing passengers a ride due to various pretexts. Taxis that will ply Kolkata roads under the No Refusal scheme will feature prominently displayed No Refusal signage on their front doors.

<http://www.team-bhp.com/forum/indian-car-scene/141029-hm-launches-ambassador-encore-bsiv-diesel.html>