

HM To Roll Out BS IV Compliant Amby Cars

OUR BUREAU
KOLKATA

CK Birla controlled Hindustan Motors will soon roll out the 1.5-litre BS IV-compliant diesel engine Ambassador cars from its Uttarpara plant in West Bengal. The auto manufacturer has just got the ARAI (Automotive Research Association of India) certificate which makes Ambassador Classic 1.5-litre diesel model BS IV compliant.

The ARAI certification will allow HM to sell Ambassador cars in 17 metropolitan cities where sale of

BS III cars had been banned from April 2010. "The move is expected to improve the company's sales and profits," a company official said. Incidentally, HM had been selling the BS III diesel and BS IV petrol variants in Tier-II cities since May 2010, which adversely affected the company's diesel car sales.

The BS IV variant of the diesel Ambassador is expected to offer higher power and torque, better vehicle control with power steering and improved gradient negotiating capacity with no compromise on fuel consumption.

THE ECONOMIC TIMES - Pg-8, 25th JULY, 2013.