

## HM's BS IV-compliant diesel Ambassador launching soon, Zigwheels, May 29

Kolkata subconsciously perhaps does hold a fair degree of pride knowing it is the only major metro in the entire country, where one can see an Ambassador all hale and hearty turning down its meter and offering you a comfortable taxi ride to your desired destination.



But hale and hearty doesn't necessarily mean healthy. BS III compliance is ancient history; it's only because of special consideration from Kolkata's road transport authorities that Hindustan Motors has been allowed to sell its BS III Amby all these years. C K Birla Group's flagship company is however intent on building a brighter and cleaner future for its Ambassador and the first step in that direction would be to launch a BS IV-compliant diesel-powered Ambassador.



The new 1.5-litre BS IV diesel-powered Ambassador was recently presented in different configurations for the very first time to office-bearers of Kolkata's different taxi associations at the company's plant located in Uttarpara.

Following extensive driving sessions on the test track located within the facility, senior functionaries of the taxi associations and the dealers got an actual feel of the forthcoming car and found the BS IV-compliant Ambassadors distinctly superior to the current BS III model.

Bengal Taxi Association's general secretary, Mr. Bimal Kumar Guha, all set to test drive

HM's 1.5-litre BS IV-compliant which the company will be launching soon

Bimal Kumar Guha, general secretary of Bengal Taxi Association who got a first-hand experience driving the new BS IV-compliant Amby, said, "I myself drove the BS IV Ambassador over several laps of the test track and found that the new vehicle offers higher power and torque, better vehicle control with power steering, improved gradient negotiating capacity, better cooling and overall better driveability with no compromise on fuel consumption. Of course, it meets the emission norms. I could not detect any smoke."

Tarak Nath Bari, secretary of Calcutta Taxi Association, who also drove the more environment friendly BS IV version stated, "Driving the BS IV Ambassador, today, was a pleasant experience. The forthcoming vehicle is positively better than the current BS III vehicle. The drive proved that the new vehicle fully matches the technical specifications provided by HM. It is real value for money and will positively make better business sense to buyers, particularly in the taxi segment. Kolkata had been waiting for BS IV diesel Ambassador for quite some time."

The introduction of the new BS IV-compliant Ambassador will now open for Hindustan Motors 17 metropolitan cities where sale of BS III cars had been banned from April 2010. HM will be launching the BS IV diesel Ambassador in the market very soon with a new name.

Hindustan Motors rejuvenation strategy for its Ambassador will not end with the launch of a BS IV model. It will be followed by the debut of a sub-four metre compact version of the Ambassador. A separate hatchback version with better interiors and upgraded technology is also in the pipeline. Watch this space for model specific launch dates as and when announced by the company.

<http://www.zigwheels.com/upcoming-launches/hms-bs-ivcompliant-diesel-ambassador-launching-soon/16490/>