



Hindustan Motors to launch more Ambassador variants

Sunday, November 21, 2010, 23:36

Hindustan Motors has officially confirmed production of new Ambassador variants and the company is gearing up to sell 24,000 units per annum based on the upcoming models.

Last year, Hindustan Motors sold 10,000 cars, including the Ambassador, Mitsubishi Lancer, Cedia and Pajero, and this year the company aims to sell about 12,000 units. HM has planned to sell the new variants along with the current models so as to keep the Amby taxi/fleet operators demands alive. The new variants could also attract retail buyers.

The 2011 Amby will weigh less than the present model. There is speculation regarding an enhanced engine (BS V compatible) and all new gear box. Better interiors are also expected. The company is working with foreign experts to upgrade the Amby's design.

Manoj Jha, managing director, Hindustan Motors said, "We are planning to launch three to four new variants of the Amby in the next 18 months. It will be a new and stunning Amby, which we expect, will appeal to a larger audience. Our aim is to expand our product portfolio together with Mitsubishi and bring in several improvements. We will launch six new variants in the next 12-15 months and this will help increase our sales, among the six, four variants would be of the Ambassador.

HM produces 1,000 units of Ambassador every month at Uttarpara plant in West Bengal. HM tied up with Mitsubishi Motors Corporation of Japan and produces Pajero Sports, Outlander, Lancer and Cedia near Chennai, Tamil Nadu. HM also produces a commercial truck named, Winner, at the Indore factory in Madhya Pradesh. The company is planning to scale up the production to 1,000 units from the present 100 units a month. HM has plans to launch commercial vehicles in the next 18 months.

The Ambassador was once the King of Indian roads, but its kingdom has been conquered by more modern, fuel efficient cars. In October 2010, only 607 Ambassadors were sold in India. As of today, only Government and institutions buy Ambassadors and it is not among the general public's favorite car list.

However, HM is optimistic about the upcoming 2011 Amby reviving the car's fortunes. In August, Jha had said that the company's revenue was likely to rise 35 percent to 40 percent in March 2011 on higher demand.

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