

HM plans new Ambassador variants

ENS ECONOMIC BUREAU

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AMBASSADOR, one of oldest passenger cars in the country, is planning comeback. Buoyed by a boom in the domestic auto sector, Hindustan Motors, on Thursday said that it aims to double the sales of its iconic Ambassador car to 24,000 units per annum through launch of new variants.

"We aim to double the sales of our Ambassador model to 24,000 from the present 12,000 per annum in the next 15-18 months," Hindustan Motors managing director Manoj Jha told reporters here. The company plans to launch six new variants in both passenger and commercial vehicle segments in the next 12-15 months, starting the first quarter of 2011.

"We will launch six new variants in



COMPANY AIMS TO DOUBLE SALES OF THE AMBASSADOR MODEL TO 24,000 FROM PRESENT 12,000 PER ANNUM IN NEXT 15-18 MONTHS

the next 12-15 months and this will help increase our sales," Jha said, adding among the six, four variants would be of the Ambassador. The company's Ambassador is one of oldest passenger car in the country and is manufactured at the company's Uttarpara facility in West Bengal. Hindustan Motors has a technical tie-up with Mitsubishi Motors. The company's facility in Chennai manufactures Mitsubishi's Lancer and Pajero vehicles.

HM-Mitsubishi Motors today launched the Lancer Evolution X sedan priced at Rs 49.95 lakh (ex-showroom Delhi) and introduced the new Montero sport utility vehicle priced at 38.95 lakh (ex-showroom Delhi). "It is a coveted addition to the HM-Mitsubishi product portfolio and will have a major impact in its segment in the Indian automotive scenario," Jha said.