

## **Pune's Onio Design firm to give HM Ambassador a new look**

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India's first car manufacturer, Hindustan Motors launched their iconic car Ambassador for the first time in 1958. Today's Ambassador still has similarities to the first batch that was manufactured way back in 1958. HM have hired Pune based Onio Design to give the Ambassador a new look. Reports suggest the first variant will be unveiled to the public by December this year.

Mr Manoj Jha, HM MD, said, "The first prototype will be ready by December this year. The first new look Amby will be commercially launched in first quarter of 2011-12. We can say that it would be a better proposition. Our aim to broadening the target audience is by offering Amby in different variants . The new variant will be rolled out from Uttarpara. All the new variants of the Ambassador will be available with an engine size ranging between 1500 cc to 2000 cc."

Earlier this week, HM had announced to double the output of Ambassador in order to increase their market share in the Indian car industry. On launching new models, Mr Jha said, "The company is mulling options to manufacture a hatchback car in the coming months. However, the manufacture of the car will be based mainly on the feedback from customers and we will introduce a totally new variant of ambassador, the design of which is being done by a Pune based company."

HM's Winner XD, an LCV with 2 ton payload will soon be launched in the coming months in India. He added, "We are looking for a pan India presence with the introduction of the new variants. By next year we plan to double the number of dealers," Jha said. Brushing aside concerns over the Rs.70 crore debts that the company has already run up, Jha maintained that for a company of HM's size, the debt figure was "nothing catastrophic. If the current trend of increase in price of raw materials continues, HM will be forced to pass on the cost to the customers. In October this year, the company has already increased the price of its cars between Rs.2,000 and Rs 3,000."

<http://www.rushlane.com/punes-onio-design-firm-to-give-hm-ambassador-a-new-look-129138.html>