



**H**INDUSTAN Motors (HM) has roped in Pune-based design firm Onio Design for giving a new look to its iconic car Ambassador. The first variant would be ready by December. It may be noted that HM introduced 'original' wheels of India, Ambassador in 1958, followed by not so spoken about

## New look for Ambassador

Contessa in 1984.

The exercise is part of a strategy to revitalise HM which was on the brink to refer to BIFR following 90% networth erosion in the first quarter of this fiscal. HM, MD Mr Manoj Jha said that Onio Design is working on the styling of Amby along with a core team of HM. "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 car will be rolled out from Uttarpara."

"All the new variants of the Ambassa-

dor will be available with an engine size ranging between 1500cc to 2000cc," he said. On the Chennai facility, he said that now the capacity utilisation is around 40 per cent but it would rise as Mitsubishi is planning to introduce more variants in India. it is also looking at better capacity utilisation in component business.

"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," Mr Jha said.