

Exchange offer: Rs 35k off on new Ambassador

Our Bureau

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Hindustan Motors Ltd (HML) on Friday announced a scheme for owners of Ambassador cars to help them to discard their old workhorses by getting Rs 35,000 discount while buying a new diesel car.

Announcing this, the Country Head (sales and service) of HML, Mr Amar Singh Rathore, said the scheme, meant for customers in Tamil Nadu, Pondicherry and Kerala, aims to help its customers to get a fuel-efficient Ambassador while exchanging their old car, irrespective of age.

During the last six months the company spent about Rs 6 crore to adhere to emission norms, BS-3 (currently in vogue in 11 cities) and BS-2 (in rest of the country) and the offshoot was improvement in fuel

efficiency from 11 km to 16 km a litre of diesel, he said.

OFFER PERIOD

The scheme will be on for about a month, and will help the company shore up numbers. For instance, it sells about 150-200 units a month in Tamil Nadu and it is likely to double during the offer period, he added.

It introduced similar scheme in West Bengal about three weeks ago and sold about 80 cars more than the usual sales, he said. HML sells around 1,000 vehicles a month with close to 80 units of CNG (in Delhi for taxi segment), 300 units of petrol (for Government) and the rest in diesel predominantly for taxi segment.

Last year it sold about 11,000 units and this year it hopes to sell 12,500 vehicles, he said.