

CHIEF MINISTER SHRI DEVENDRA FADNAVIS INAUGURATES

FORCE MOTORS ENGINE PLANT AT CHAKAN

- This plant is dedicated for the production of engines and axles of all cars and SUVs made by Mercedes Benz India

Pune, June 22, 2016: Force Motors' new plant at Chakan was inaugurated today by Chief Minister Shri. Devendra Fadnavis, in the presence of Shri. Prakash Javadekar; Hon'ble Union Minister of State for Environment, Forests and Climate Change, Mr. Frank Deiss, Global Head Powertrain Mercedes Benz, and Shri. Girish Bapat; Guardian Minister for Pune district.

This state of the art plant located in Chakan carries forward the 45 year long tradition of cooperation between Force Motors and Mercedes Benz. Force Motors has been the preferred partner for producing engines for all Mercedes Benz Cars and SUV's made in India since 1997. This portfolio has grown to include the front and rear axles for all Mercedes Benz Cars and SUVs as well. The new plant has a current annual capacity of 20,000 engines and 20,000 front and rear axles. This capacity can be further enhanced, should there be a requirement from Mercedes Benz India.

Till date Force Motors has supplied over 60,000 engines and over 50,000 axles to Mercedes Benz India Ltd. This plant is the next step in the localization and "Make in India" success story. This project was conceptualized in June 2015 and the first engines rolled out in February 2016.

The Force Motors Chakan plant is spread over 130,000sqft with eight lines that produce and test up to 14 engine variants. This includes the 4 cylinder gasoline and diesel engines, 6 cylinder V-type gasoline and diesel engines, powering the complete range of Cars and SUVs made by Mercedes Benz India. It employs around 200 people and works in two shifts.

Made with an investment of Rs. 100 Crores this plant is a part of the Rs. 700 crores investments pledged by Force Motors over the next two years, across its value chain for multiple products / business verticals. This technologically modern plant is temperature and dust controlled to ensure best in class build quality. It has the modern technology needed for ensuring the production process with computer controlled precision equipment. The two modern hot test beds test 100% of the engines produced for quality and performance.

Speaking on the occasion, Mr. Prasan Firodia said, "The inauguration of this plant marks a significant step in our 45 year long association with Mercedes Benz. The association with Mercedes Benz India Car Plant alone spans over 19 years and has helped establish Force



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Motors' strength as a preferred supplier of critical and high precision aggregates to leading European Luxury Brands. This new plant will help Force Motors be more flexible in terms of the production capacity demands and will enable us to continue to produce engines and axles to the exacting standards expected by Mercedes Benz globally”.

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ABOUT FORCE MOTORS

Force Motors, was established in 1958 by Shri N. K. Firodia, with the vision to provide affordable commercial transport for the masses by harnessing the best available technology and offering economical, reliable and efficient products.

Force Motors (then known as Bajaj Tempo) started production of HANSEAT 3-wheelers in collaboration with Vidal & Sohn Tempo Werke Germany. The company continued to pioneer the auto industry in India with the iconic brands like the **Tempo**, the **Matador** and the **Traveller**.

Today, Force Motors is a fully vertically integrated automobile company, with expertise in design, development and manufacture of the full spectrum of automotive components, aggregates and vehicles. Its range includes Traveller light commercial vehicles, Trax multi-utility and cross country vehicles, Trump small commercial vehicles, and the Balwan range of Agricultural Tractors. The company continues in the founder's vision of providing efficient, utilitarian vehicles that empower the individual entrepreneur to meet his and country's ever changing needs.

In 1997, fully aware of the strength of Force Motors, in terms of engineering infrastructure and capabilities, Daimler asked it to set up a dedicated facility for producing and testing engines for Mercedes passenger cars and SUVs to be made in India. Till date Force Motors has supplied over 60,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S class passenger cars and GL class SUVs.

In 2015, BMW assigned Force Motors to produce and test the engines for all cars and SUVs to be made in India. A state of the art factory has been built to the exacting standards of BMW by Force Motors in Chennai close to the BMW car factory. This plant has a capacity to build and test 20,000 engines per year.

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