

## **Force Motors launches new range of school buses**

HYDERABAD, JAN 19: Force Motors today unveiled its new Traveller range of school buses which the company believes will enable it to consolidate its market presence.

Referring to the new range as no tension school buses, the Pune-based manufacturer said that they start from a 13-seater Trax Cruiser to 26-seater Traveller 26.

Ashutosh Khosla, President, Sales & Marketing, Force Motors, said these buses will be available across the country with the innovative Child Bus Tracker facility as an option. This feature is aimed at enhancing the safety of school children while travelling in the bus.

The top end version of bus tracker includes cameras that can stream live videos of the bus interiors to parents, school administrators and school bus contractors.

The new range is priced from Rs. 6.43 lakhs for the 13 plus D Trax Cruiser Classic to Rs. 14.63 lakhs for Traveller 26 school bus ex-showroom. It comes in both diesel and CNG versions.

Khosla said that the company has grown its business in a market which has seen a de-growth.

In the 9-20 seater bus segment, which has a market of about 16,000 units per annum, the company has a market share of about 61 per cent, up from 51 per cent last year.

In the 26-seater segment, which has a market for 10,000 units per annum, the company has a market share of about 12 per cent and plans to take this up further during the year, he said.