



## **FORCE MOTORS SHOWCASES A PIONEERING PRODUCT AT 11th AUTO EXPO-2012**

**Pune, January 6, 2012 - Force Motors Limited**, will be displaying its new range of vehicles in four distinct zones at their stall in Hall 7F at the Auto Expo-2012.

Zone-I of the stall will display the world's largest monocoque van, 'Traveller-26' which is made entirely from high strength, pressed steel body parts, welded in a robotic environment. The new vehicle has been designed, developed and tooled in-house by Force Motors R&D. The vehicle offers unmatched seating comfort, smooth car-like ride and NVH levels, outstanding safety, latest technology in engine and transmission, highest power in this category and the best fuel economy. Also on display will be the luxury variant of the new 'Traveller-26' which can seat upto 15 people in luxurious inter-city coach environment. The stylish new front facia of the BS-IV compliant, 'Traveller Luxury'-the most preferred vehicle of all tour and travel operators, hospitality industry and corporate clients in the country, will also be on display.

Zone-II, dedicated to the Personal Vehicles will showcase the much awaited 4x4 version of 'Force One' wherein the C-in-C Ladder type chassis will also be showcased along with 2 other 4x2 Force One variant.

Zone-III being the environmentally responsible zone, will display eco-friendly and alternate fuel vehicles. A concept vehicle, the 'Traveller Hybrid' will be on display in this zone, which is technologically miles ahead of its competition. The revolutionary onboard energy harvesting technology integration has been carried out in partnership with Ricardo PLC and Locomotive Technologies Ltd, UK, for the very first time in the world. This cutting edge technology, teamed with regenerative braking and waste exhaust heat generation, enables customers to travel upto 23 pollution free kms on 200 sunny days a year and reduce fuel costs by approximately 30% annually. Two CNG versions of the 'Traveller' and 'Trump' will also be on display in this zone. These CNG variants are extremely efficient for cities like Delhi and Ahmedabad where CNG infrastructure is available.

### **FORCE MOTORS LIMITED**

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Zone-IV would be the technological expertise area, which will have the Mercedes engines and axles on display. Force Motors has been assembling and testing the engines fitted on Mercedes-Benz passenger cars made in India since 1997 and till date has assembled over 28,000 engines. Force has also been awarded the Mercedes Quality Award twice, in 1999 and then in 2000.

### **About Force Motors:**

Force Motors Ltd. is a complete vertically integrated automobile company – focused on satisfying customer needs with high quality, high utility and high technology products through superior product design, production engineering, and hi-tech manufacturing.

Force Motors Ltd was incorporated in the year 1958 as Bajaj Tempo Ltd. The company was promoted by late Shri N.K Firodia; a dedicated Gandhian and visionary industrialist. Shri N.K. Firodia, was the Founder-Managing Director for Force Motors and established the concept of low cost public transport- the “auto-rickshaw”. Force Motors are the pioneers in the light commercial vehicles (LCV) industry that gave India iconic brands like the Tempo, Matador and Traveller. Force Motors stands on the threshold of a new era in the automobile Industry in India, with a stake in “Five Product Segments” – Small Commercial Vehicles (SCV), Multi Utility Vehicle (MUV), Light Commercial Vehicle (LCV), Agricultural Tractors, and Heavy Commercial Vehicles (HCV). The other Group Companies are MAN FORCE Trucks Pvt. Ltd. and Jaya Hind Industries Ltd. The Group companies Annual Turnover in FY 2010-2011 was in the excess of Rs. 3,000 crores and it employs over 10,000 people across India. Force Motors is listed on the BSE.

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