



FORCE MOTORS LAUNCHES THE NEW TRAVELLER 26

- **India's most advanced 26- seater Bus**
- **World's largest Monocoque Panel Van Bus**
- **Best in Class Fuel Efficiency- Traveller 26 is 15% more efficient**
- **Safest Drive in class: Disk brakes on all wheels**

Pune, October 16, 2012: Pune based automotive major Force Motors launched the world's only 26-seater Monocoque Panel Van at a grand event today. The Traveller 26 is loaded with several path breaking and novel features offered for the first time in mid size bus (20 – 30 seats) segment.

Traveller 26 is powered by the 129Ps / 295 Nm, Common Rail engine made under license from Daimler AG., Germany. It boasts of the highest power to weight ratio in its category of 18 kW per tonne as compared to 12kW per tonne of comparable models.

Dual Mass Fly Wheel Technology has been used for the first time on an LCV in India – this absorbs low end vibrations and ensures smooth ride even at low speeds.

The advanced 5 speed synchromesh gearbox, offers low friction and smooth transmission. The special clutch lining is designed for frequent start-stop operations common in short distance bus operations.

Traveller 26 offers best in class fuel efficiency, it is 15% more fuel efficient than comparable models.

Traveller 26 is the only 26 seater with monocoque construction offering outstanding structural strength and unmatched durability.



Traveller 26 is also the only vehicle in its class to adopt the Cathodic Electro Deposition Dip (C.E.D) painting process for primer application thus offering the highest levels of rust protection. The sixth generation paint shop ensures car like top coat finish and gloss retention.

Traveller 26 is the only vehicle in its category with ventilated disk brakes on all wheels ensuring top class and sure stops braking. The HI circuit, Load Conscious Regulating Valve (LCRV) and newly offered electronic indicators for wear and tear of brake pads set new standards for passenger safety.

With several more firsts like lowest floor height for easy entry and exit, lowest center of gravity for superb ride stability, lowest NVH levels for car like ambience, the Traveller 26 offers unmatched seating comfort with wide body interior of 2.2 meters, a wide aisle, full standing height and ample leg room.

The Traveller 26 is fully tooled up and designed by the R&D team in Force Motors, it is entirely made of pressed steel panels welded in an automated and robotic environment. It is backed by the company's manufacturing experience spanning over 5 decades and supported by country wide network of over 180 dealers fully equipped with trained manpower, special tools and ample stock of reasonably priced spare parts.

The Traveller 26 is a unique combination of outstanding performance, excellent fuel economy, unmatched strength, total safety and maximum comfort, making it an ideal choice for corporates, fleet owners, tour and travel operators, hospitality industry and school bus operators.

To start with Traveller 26 will be available through 27 dealers in Maharashtra and Goa priced at Rs. 10, 87,600 Ex Showroom Delhi.



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 continues in his vision of providing efficient, utilitarian vehicles that empower the individual entrepreneur to meet his and country's ever changing needs.

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 Trump small commercial vehicles, Trax multi-utility and cross country vehicles, Traveller light commercial vehicles and the Balwan range of Agricultural Tractors.

Force Motors has recently entered into the personal vehicles arena with the launch of a genre leading sports utility vehicle, the FORCE ONE. This is to be followed by a premium MPV that will be made under license from Daimler AG.

With plants at Akurdi, Pune and Pithampur, Madhya Pradesh, Force Motors employs around **7500** people.

In 1999, 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 assembling and testing engines for Mercedes passenger cars to be made in India. Till date Force Motors has supplied over 28,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S and M class passenger cars and SUVs, which was added in the last two years.

Force Motors's Traveller won the "Editor's Choice Award for Iconic Product" of the Apollo Commercial Vehicle Awards 2012.

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