



FORCE TRAVELLER – THE B.E.S.T option

- **India's first 21 seater Monocoque Smart Citibus**
- **Best in Class Reliability and Durability**
- **Best in Class Fuel Efficiency**
- **Safest Drive in class: All wheel disc brakes**
- **Fully A/C and IT enabled services on board**

Mumbai, Sep 16, 2019: Force Traveller Smart Citibus was inducted today into the B.E.S.T. fleet to bring about a paradigm shift in the last mile connectivity for Mumbai commuters from metro and local stations.

The first lot of 5 Traveller Smart Citibuses (a part of 500 such Smart Citibuses planned by B.E.S.T) were flagged off and dedicated to the Mumbai commuters at a grand ceremony by Shri. Uddhav Thackeray - President, Shiv Sena in the presence of local dignitaries and B.E.S.T officials.

The fully air-conditioned, 21 seater (+7 standees) Force Traveller is a hi-tech solution for public City Bus operations. The large, normal, single or double decker buses are plagued by low occupancy ratios and hence unprofitable to operate on feeder routes.

The Force Traveller has over the last three decades established itself as the market leader in the 9 to 25 seater van and minibus category. It is today countrywide, the preferred platform for school bus, staff bus, ambulances and tour/travel applications.

The major differentiating unique features of the Traveller which contribute to its remarkable success are that it is a proven monocoque panel van and it is powered by the proven Mercedes derived powertrain that offers most reliable performance besides best in class fuel economy.

Traveller, on account of the monocoque construction, which is similar to an aircraft or a modern passenger car, (there is no separate heavy inefficient chassis), offers superior structural strength, ride quality, low Noise, Vibrations and Harshness (NVH) and unmatched durability. The Traveller made entirely of pressed steel panels fused together in an automated and robotic environment, is almost a tonne lighter than comparable capacity vehicles hence offers best in class power to weight ratio and fuel efficiency.

Traveller is also the only vehicle in this category that undergoes the 6th generation Cathodic Electroplating Dip (C.E.D) process of primer application and robotic topcoat application. In the C.E.D process, the full body is immersed in a tank of primer ensuring best in class rust protection and highest



level of corrosion resistance. The robotic top coat application and high temperature stoving ensures top class surface finish, gloss and hardness retention for years.

In addition, the Traveller with its low turning radius is ideal for movement in the narrow and congested routes. The commuters of Mumbai especially ladies and elderly would welcome and appreciate the decision of B.E.S.T to go in for Traveller Smart Citibuses as these are far more convenient than the large buses, shared autos and taxis, that they have to opt for currently.

About Force Motors Ltd.

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.

Shri N K Firodia was a freedom fighter and pioneering industrialist who gave the country two paradigms – the concept of ‘low cost public transport’ - the **Autorickshaw** (a word he coined that now finds a place in the Oxford Dictionary). Later the Tempo Matador was the first diesel light commercial vehicle in India. The word **Tempo** (a registered trade mark of Daimler) is now generic for any small goods carrier in India.

Today, Force Motors is a fully vertically integrated automobile company with expertise in the design, development and manufacture of the full range of automotive components, aggregates, vehicles and agricultural tractors. Its ‘**Traveller**’ and ‘**Trax**’ vehicle ranges are **market leaders** in their respective segments.

Force Motors is the flagship of the company group headed by Dr Abhay Firodia which has 15 manufacturing units across the country and a 14,000-strong workforce. It is renowned in the auto industry for its engineering excellence – which is recognized by global auto majors.

Since 1997, when **Daimler** AG took the decision to manufacture Mercedes cars in India, every engine fitted there has been produced at Force Motors. To date, it has supplied over 110,000 engines to Mercedes Benz India, and has a state-of-the-art dedicated facility in Chakan, Pune.

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 their factory. Till date Force Motors has supplied over 40,000 engines to BMW.

In March 2018, Force Motors has entered into a joint-venture agreement with **Rolls-Royce** Power Systems AG to manufacture in India and supply worldwide, the 10 and 12cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications.

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