

FORCE ONE arrives in Coimbatore

Coimbatore, 23rd Nov, 2011: The new showroom for FORCE ONE, the sports utility vehicle launched by Force Motors' newly created Personal Vehicles Division was inaugurated today by Mr. M. P. Kanade, Sr. Vice President, Corporate Quality & Product Support, Force Motors Ltd.. Speaking on the occasion Mr Chandrashekhar, Partner, N. Mahalingam & Co., authorized dealers of Force Motors said, "FORCE ONE has received a very positive response in Coimbatore. All those who took a test ride were delighted with the smooth and powerful 2.2 litre engine made under license from Daimler AG."

Mr. M.P.Kanade said, "Coimbatore customers have always preferred Force Motors vehicles including the Traveler, Trax and Trump vehicles. The FORCE ONE SUV is also apt for Coimbatore market. Its array of features, attractive price range and suitability for personal use as well as for tourists make FORCE ONE an ideal vehicle for Coimbatore".

On this occasion Mr. M. P. Kanade, Sr. Vice President, Quality Assurance, Force Motors Ltd.. delivered the keys of the first three FORCE ONE vehicles to their proud owners. The SUV is attractively priced at Rs. 10.84 lakh (Ex-showroom Coimbatore) and is available with a range of finance options.

The new SUV FORCE ONE was unveiled by Dr. Abhay Firodia, Chairman, Force Motors, Mr. Prasan Firodia, Managing Director, Force Motors and 'FORCE ONE' brand ambassador – star of the millennia Amitabh Bachchan in Mumbai on 19th August 2011. FORCE ONE has been one of the most anticipated vehicles in the Indian market, being launched by a company known for its commercial vehicles. This SUV is sturdy, sporty, offers outstanding power and its ruggedness is ideal for Indian roads. The name "**FORCE ONE**" encapsulates all its qualities succinctly. The SUV provides new age comfort and convenience features like driver information system, cruise control, audio control mounted on steering, dual AC vents for each row. Along with these, the SUV has electrically operated OSRVM with side indicators and plush leather seats. The ride and handling has been fine-tuned by Lotus Engineering UK. Sixteen inch alloy wheels along with high ground clearance give it a formidable road presence.

The turbo charged heart of the FORCE ONE, the 2.2 FM Tech Engine, beats faster than any other SUV in its segment. Its subdued growl is like a beast waiting to be unleashed. Incorporating the latest technology, this high power to weight ratio engine with a top speed of 160 kmph, makes driving the *FORCE ONE* a thrilling experience.

The SUV is available in four metallic clear coats and one solid white that are tested and proven to beat the heat, dirt, water and at the same time being scratch resistant. The interior panels of the vehicle have a wood finish giving it an elegant and sophisticated look.

N. Mahalingam & Co. is a part of Sakthi & ABT Group of Companies, Dr. N.Mahalingam is the group chairman and A Shanmugasundaram is the Managing Partner. They have been catering to customers in and around Coimbatore for the last 47 years. A. Shanmugasundaram took the responsibility as Managing Partner in the year of 1964 and the infrastructure of the company was strengthened year after year. The day to day operations are now managed by his son Mr Chandrashekhar. The Company deals in both personal & commercial vehicles manufactured by Force Motors. In addition, they also have a Petrol Pump division, Indiane Distribution, Wind Energy under the same umbrella. Located in the heart of the city at Nanjappa Road they have built a large showroom and a well equipped state of the art workshop complete with company trained manpower.

For more information on company, contact
Arundhati Bansod
9881143923