

## **FORCE GURKHA SALES TO COMMENCE FROM SEPTEMBER 2014**

- Unmatched off roading capability with Differential Locks on both front and rear axles
- Unique Sparkling Chrome Air Intake Snorkel for best in class water wading capability
- Hard top with Air conditioning, power steering and best in class ground clearance

**Pune, June 4, 2014:** Force Gurkha, the much awaited Extreme Off-roader from Force Motors will be on sale from September 2014. The vehicle will be available for test drive and bookings across its Personal Vehicles Dealerships at that time.

The Gurkha is unique in many ways; it is the only vehicle that comes equipped with Differential Locks on both front and rear axles. It has a distinctive air intake “Snorkel” in sparkling chrome finish that ensures ample supply of fresh air to the engine even while water wading. With best in class ground clearance, hard top with air conditioning and power steering, one can comfortably and effortlessly negotiate extreme terrains in extreme weather.

The Gurkha is powered by the 2.6 litre Mercedes OM 616 derived turbo charged intercooled engine mated to a 5 speed synchromesh transmission and 4WD with Hi - Lo option. The crawler feature on the Gurkha enables it to climb up steep gradients without even stepping on the accelerator; its ECU senses the terrain and supplies fuel accordingly. The reinforced tubular chassis of the Gurkha enables it to withstand extreme torsional stresses the vehicle gets subjected to in off-road situations. Spring-over-Axle, distinctive to Gurkha, gives it improved clearance and off-roading capabilities.

Force Motors Managing Director, Mr. Prasan Firodia said, “The feedback received from auto experts and select group of users during test drives has helped us further fine tune the Force Gurkha into an extremely capable off roader.”

The Gurkha comes with unmatched extreme warranty of 3 year or 3, 00,000 km and is available in 3 attractive colours and 2 variants viz hard top and soft top. It will be sold through the company’s Personal Vehicles Dealership fully equipped trained technicians and ample stocks of parts. For further information please click [www.forcegurkha.co.in](http://www.forcegurkha.co.in).



## **ABOUT FORCE MOTORS**

Force Motors was established in 1958 by Shri N. K. Firodia is a fully vertically integrated automobile company, with expertise in design, development and manufacture of the full spectrum of automotive components, aggregates and vehicles. Force Motors (formerly known as Bajaj Tempo) started production of HANSEAT 3-wheelers in collaboration with Vidal & Sohn Tempo Werke Germany. The company played a pioneering role in the light commercial transport industry in India with iconic brands like the **Tempo**, the **Matador** and the **Traveller**.

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** in August 2011. The Extreme Off-Roader Vehicle; **Force Gurkha** is the second vehicle launched under the Personal Vehicles Division.

In 1997, 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 42,000 engines. This business has grown to a substantial size as axles (both front and rear) of the C, E, S class passenger cars and the M and GL class SUVs made in India have also been added to the portfolio.

## **FOR MORE INFORMATION CONTACT:**

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