



For Immediate Release

FORCE MOTORS INTRODUCES ALL NEW BS4 GURKHA RANGE

Mumbai, Sept 11, 2017: The all new range of the Force Gurkha - **the most awarded off-roader in the country**—is now on sale at S. P. Automotive (Mumbai). The 2017 Gurkha range comes with an all new high strength C-in-C chassis with **new multi-link coil spring suspension on all four wheels**(a feature which no other Indian off-roader offers) that ensure best in its class handling and ride comfort both on road as well as off-road.

Force Gurkha has been the podium finisher at the past three editions of the Rain Forest Challenge India. In addition, Force Gurkha, the extreme off-roader has also been awarded "Racing Car of the Year" Award and "Best Competition 4x4", two times in a row; "Best Motorsport Award 2015" and "Monster of the Year Award 2015". All these awards bear testimony to the superlative off-roading capabilities and unmatched performances presented by the Force Gurkha.

Taking cognizance of user studies that revealed off-roading needs vary from mild, moderate to extreme off-roading with **bulk of the users doing only mild / moderate off-roading**; Force Motors now offers a range of Gurkha with differing capabilities so that customers can pick and choose based on their requirements:

Gurkha Xplorer

Gurkha Xplorer is the 4WD version and will be powered by the new BS4 compliant 85hp FM 2.6 CR engine with a **flat peak torque of 230Nm** from 1400 to 2400 rpm. It is mated with the new G-28 5-speed all-synchromesh gearbox with cable shift for effortless gear shifting.

The independent front suspension with coil spring on struts combined with multi-link with pan hard rod and coil springs in the rear works brilliantly well for mild / moderate off-roading and offers **excellent handling and ride comfort on both tarmac as well as in off-road conditions**. The 3-door 5-seater Gurkha Xplorer is available in soft top as well as hard top.



Gurkha Xpedition

The Gurkha Xpedition is configured with the 5-door hard top body (D+8 seats) and rear wheel drive. It is also powered by the 86hp/230 Nm FM 2.6 CR engine for regular **everyday use on both tarmac roads as well as rough rural roads.**

Styled on the lines of legendary Mercedes-Benz Gelandewagen, the new Force Gurkha has timeless appeal. The exterior of the vehicle has undergone a facelift with a bold new front fascia, new front and rear steel bumpers which add significantly to the style quotient of the vehicle.

The signature chrome finish air intake snorkel, muscular side cladding, attractive graphics, clear lens headlamps, front and rear fog lamps, large ORVMs, sturdy and full length slip resistant footboard, increased width all terrain tubeless tyres is standard on all versions.

The Gurkha Explorer and the Gurkha Expedition are available in four colors, which include Supreme White, Matt Black, Copper Red and Moonbeam Silver.

Speaking on this occasion, Mr. Ashutosh Khosla, President Sales and Marketing, Force Motors said, “Off-roading is in the DNA of the FORCE Gurkha, with the launch of the new range of FORCE Gurkha, we aim to cater to a wider customer base to suit varying degrees of off-roading.”

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 (then known as Bajaj Tempo) started production of HANSEAT 3-wheelers in collaboration with Vidal & Sohn Tempo Werke Germany. The company continued to pioneer the auto industry in India with the iconic brands like the Tempo, the Matador and the Traveller.

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



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

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 producing and testing engines for Mercedes passenger cars and SUVs to be made in India. Till date Force Motors has supplied over 60,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S class passenger cars and GL Class SUVs.

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 the BMW car factory. This plant has a capacity to manufacture and test 20,000 engines per year.

In 2016 a new state-of-the-art plant has been commissioned at Chakan near the Mercedes Benz car manufacturing facility that is dedicated solely to the production of engines and Axles for all Cars and SUVs made in India. This facility has a capacity of manufacturing and testing 20,000 engines per annum.

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