



FORCE
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FORCE ONE arrives in Goa

Goa, 20th Nov, 2011: The new showroom for FORCE ONE, the sports utility vehicle launched by Force Motors Limited was inaugurated today by Mr. Prasan Firodia, Managing Director, Force Motors. Mr. Francisco Silveira, Hon. MLA St. Andre Constituency inaugurated the Commercial Vehicle showroom at the same time. Speaking on the occasion Mr Prashant Kamat owner of Kamat Automobiles Pvt. Ltd., authorized dealer of Force Motors said that FORCE ONE has received a very positive response in Goa. All those who took a test ride were delighted with the smooth and powerful 2.2 litre, common rail, direct injection engine made under license from Daimler AG.,

On this occasion Mr. Prasan Firodia, Managing Director, Force Motors & Mr. Francisco Silveira, Hon. MLA St. Andre Constituency delivered the keys of the first three FORCE ONE vehicles to their proud owners. The SUV is attractively priced at Rs. 11.74 lakh (Ex-showroom Goa) 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 highest interior space in its class. Its ruggedness is ideal for Indian roads. The name "**FORCE ONE**" encapsulates all its qualities succinctly. The SUV will provide 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 will also have 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, Daimler design gear box 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.

Mr. Prasan Firodia said that Goa customers have always preferred Force Motors vehicles including the Traveler, Trax and Trump vehicles. The FORCE ONE SUV is also apt for Goa 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 Goa.



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Mr. Prashant Kamat is a Mechanical Engineer and has vast experience of 33 years behind him. Centrally located in the city, Kamat Automobiles deals in both, personal and commercial vehicles manufactured by Force Motors. They have a separate showroom and workshop facility for the personal vehicles of Force Motors namely FORCE ONE and a separate showroom & workshop for the commercial vehicles of Force Motors. Kamat Force has a fully equipped 'state of the art' workshop complete with company trained manpower.

For more information on company, contact
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