

For immediate release

FORCE MOTORS CHENNAI PLANT FOR BUILDING BMW ENGINES INAUGURATED

- The state-of-the-art Chennai facility will exclusively cater to BMW
- Plant to assemble and test engines for all BMW cars and SUVs made in India

Chennai, July 21, 2015: The Force Motors' state of the art Engine plant at Chennai was inaugurated by **Union Cabinet Minister for Heavy Industries and Public Sector Enterprises, Mr. Anant Geete** in the presence of **Mr. Ralf Hattler; Global Head Powertrain BMW AG, Dr. R Selvaraj; Managing Director of SIPCOT and Mr. Robert Frittrang; MD BMW India**. This plant located in Chengalpattu Taluk is the first independent plant outside of the BMW Group that produces and tests engines for the German Luxury Car Maker. This project was started in June 2014 and was completed in a record time of seven months.

This plant is an important step in localization of high performance and premium quality engines for BMW India. A compact yet extremely modern facility with a high degree of attention to detail assures the highest quality and precise control on process parameters. The plant is completely air conditioned with high level of dust control to safeguard product quality. Where essential, most modern technology is employed for ensuring assembly and joinery processes with computer controlled precision equipment. The combination of the premium design of the engines, along with the best practices in production and testing processes, results in outstanding engines.

The plant can produce up to 20,000 premium engines per year. This capacity can be increased as needed. The IT system of the production facility is integrated in "Real Time" with the global production network of BMW. This enables all essential production process values to be integrated in BMW's global data.

Speaking on the occasion Mr. Prasan Firodia said, "This is an important milestone in the company's journey so far. We envision this facility as being instrumental in further establishing Force Motors' strengths as a preferred supplier of critical and high precision aggregates to top European brands."

The Force Motors plant at Chennai has been developed under supervision and guidance from the luxury car maker and is according to their exacting global standards. With the addition of this plant, the national presence of the group company goes up to fifteen facilities.

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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 assembling and testing engines for Mercedes passenger cars to be made in India. Till date Force Motors has supplied over 50,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S, M and GL class passenger cars and SUVs, which was added in the last two years.

For Media Queries please contact:

Ms. Mallika Apte

0860 501 3528

mapte@forcemotors.com