



## **Force Motors and Hindustan Petroleum Corporation Limited enter into an exclusive agreement**

Pune, April 12, 2012: Force Motors, Pune based automotive manufacturer, announced today that it has entered into an agreement with Hindustan Petroleum Corporation Limited (HPCL) for supply of genuine oil to be used in its entire range of automotive aggregates like the Engine, Gearbox, and Axles.

This agreement, effective from April 1, 2012, was signed by Mr. Prasan Firodia, Managing Director, Force Motors Limited and Mr. Rakesh Misri, Executive Director, Direct Sales for HPCL.

This contract was signed after extensive trials of genuine oil in various operating conditions of aggregates by both Force Motors and HPCL. The Oil is specifically formulated to the Force Motors specifications to further enhance the life and reliability of products across its Light Commercial, Multi Utility, Agricultural and Personal vehicle segments.

The HP Force Genuine Oils will be distributed to the dealers of Force Motors and to the market on a national level through the HPCL's strong distributor network.

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



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 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. This is to be followed by a premium MPV that will be made under license from Daimler AG.

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