

## **FORCE MOTORS LAUNCHES THE WORLD'S FIRST E.O.V. (EXTREME OFFROADER VEHICLE) 4x4x4**

**New Delhi, February 15, 2013:** Force Motors launched the Gurkha, the world's first E.O.V (Extreme Offroader Vehicle) 4x4x4 at the International Bus and Utility Show 2013 being held at the India Expo Mart, Greater Noida.

The Gurkha is powered by the 2.6 liter Mercedes OM 616 derived turbo charged intercooled engine. This proven engine produces 82 Ps @ 3200 rpm, has a torque of 230 Nm @ 1800-2000 rpm, and is mated to a 5 speed synchromesh transmission with Hi - Lo option on transfer case. This combined with the Differential Locks on both front and rear axles, makes it capable of extreme off-roading.

With best-in-class ground clearance of 210 mm, the Gurkha can outmaneuver any terrain. Its distinctive intake "Snorkel" in sparkling chrome finish ensures ample supply of fresh air to the engine which enables the Gurkha to have best in class water fording height.

The Gurkha has reinforced tubular chassis that can withstand torsional stresses which the vehicle gets subjected to in extreme off-road situations. The improved independent front suspension with a solid torsion bar has been further fine tuned to enhance the riding comfort; essential for an enhanced off-road experience. A newly designed engine compartment ensures low NVH and better serviceability.

Mr. Prasan Firodia, MD Force Motors stated, "The vastly superior gradeability and its ability to negotiate undulating terrain makes the Gurkha an ideal vehicle for 'off road' conditions. The macho looking Gurkha has timeless classic appeal that would interest off-road enthusiasts across the nation."

The Gurkha has a factory fitted air conditioner and power steering making it a pleasure to drive across both urban and off-road conditions. This rugged looking off-roader provides all the new age comforts and conveniences like sporty and sturdy instrument cluster, dual toned interiors, ergonomically designed dashboard and front facing luxurious reclining seats.

The Gurkha is based on the lines of the legendary Mercedes Gelandewagen (G -Wagon) and the high width tubeless off road tyres and trendy alloy wheels add to its style quotient. It will be available in 3 attractive colours with distinct and attractive graphics.



The Gurkha will be sold and serviced through the company's nationwide Personal Vehicles Dealership 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.

With plants at Akurdi, Pune and Pithampur, Madhya Pradesh, Force Motors employs around **7500** people.

In 1999, 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 28,000 engines. This portfolio has grown to include the front and rear axles of the C, E, S and M class passenger cars and SUVs, which was added in the last two years.

Force Motors's Traveller won the "Editors Choice Award for Iconic Product" of the Apollo Commercial Vehicle Awards 2012. The Traveller 26 was awarded the "CV Variant of the Year 2013" at the Apollo Commercial Vehicle Awards 2013.

### **FOR MORE INFORMATION CONTACT:**

#### **Force Motors**

Ms. Mallika Apté  
8605013528

Ms. Arundhati Bansod  
9881143923