



FORCE
MOTORS



Force Motors expands its Personal Vehicle Range

- New Force One **Superior** with advanced safety features of ABS & EBD
- New Force One **Executive** at an attractive ex-showroom price of Rs. 8.99 lacs

Pune, July 29, 2013 : Force Motors expands its presence with the launch Force One SX and Force One EX. The 4x2 **Force One SX** comes with advanced safety features of Anti-lock Braking System (ABS) and Electronic Brake force Distribution (EBD) along with high end, new age comfort and convenience features like driver information system, progressive cruise control, steering mounted audio controls, electrically operated OSRVM with side indicators, reverse parking sensors and plush leather seats.

The sixteen inch alloy wheels coupled with the 205mm high ground clearance give the FORCE ONE SX formidable road presence. Its 2.2 litre Common rail, 16valves, OHC, Turbocharged diesel engine developing 141Ps is made under license from Daimler AG Germany. The entire onboard electronics is audited and validated by Mercedes-Benz Technologies Germany. The ride and handling has been fine tuned by Lotus Engineering UK. **FORCE ONE SX is priced Rs. 11.99 lacs (ex-Showroom Pune).**

The **Force One EX** is targeted specifically at the “value minded customer” in the Tier 2 and Tier 3 towns. It is powered by the proven 80 hp Mercedes OM616 derived TCIC DI Engine which is mated to the trustworthy Mercedes G1-18 derived 5 speed synchromesh gear box.

All front facing seats offer best-in-class head room, legroom in second as well as third row. The new sturdy C-in-C chassis, the independent front suspension with coil springs and anti-roll bars in the front and the rear offer unmatched ride quality both on tarmac and rough rural roads. Powerful ventilated discs with twin pot four piston calipers in the front and vacuum assisted hydraulic drum brakes in the rear ensure sure stop braking.

-1-

Personal Vehicles Division

FORCE MOTORS LIMITED

Regd. Office : Mumbai-Pune Road, Akurdi, PUNE - 411 035, INDIA. Tel. : (+91) 20 27476381

www.forceone.co.in



FORCE
MOTORS



Other premium features of the Force One EX include projector head lamps, body color bumpers, wheel arches, electrically operated ORVMs, central locking, power windows with individual control, 3-row air conditioning (HVAC) and sleek tail gate spoiler with brake light. **The FORCE ONE EX is priced at very competitive and attractive Rs. 8.99 Lacs (ex-Showroom PAN India).**

Its reliability, low cost of operations and generous space make it an ideal choice not only for personal use but also for comfortable inter-city travel. **No other vehicle in this class offers so much space and ride comfort at such an attractive price point. With introduction of SX and EX, Force One will cater to needs of the discerning SUV buyers who are looking for an impressive, spacious and comfortable vehicle.**

Both the Force One SX and EX come with an unmatched warranty of 3 years or 1 lac km and will be available across the country through Force Motors nationwide network of exclusive Personal Vehicle Dealers. The Force One SX is available in four metallic colours – Bold Black, Fierce Red, Robust Blue, Emphatic Grey and one solid Intense White whereas the Force One EX will be available in metallic Moon-dust Silver, Bold Black and solid Intense White.

###

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 in August 2011. The Gurkha was the second vehicle to be launched under the Personal Vehicles Division and was launched in 2013. With addition of Force One EX and SX, the Personal Vehicle dealers will cater to a wide range of price points starting from 6.25 lacs to 11.99 lacs.

For more information, contact: Ms. Mallika Apte, mapte@forcemotors.com

Personal Vehicles Division

FORCE MOTORS LIMITED

Regd. Office : Mumbai-Pune Road, Akurdi, PUNE - 411 035, INDIA. Tel. : (+91) 20 27476381

www.forceone.co.in