



Force Motors revolutionizes the shared mobility space, launches 3 new platforms with 7 variants

- *Worlds first Next Gen modular monocoque bus platform – 51-seater showcased (first of its kind)*
- *Diesel and Electric variants of next generation shared mobility platforms*
- *Next Gen Modular Utility Vehicle platform with Passenger and Cargo variants*
- *An all new Force Gurkha*
- *100% Electric Traveller*

New Delhi, February 05, 2020: Pune based automotive major Force Motors (India's largest van maker) puts on a formidable display with three grounds-up new platforms. Also, on display is a 100% electric variant on their flagship Traveller platform. In addition to showcasing complete vehicles, Force Motors displayed the range of engines produced for leading world majors like Mercedes, BMW and Rolls-Royce Power Systems.

The star attraction of the stall is no doubt the next generation shared mobility platform that was unveiled a fortnight back at Pune. Code named the T1N, this new platform has been simultaneously designed and developed for both Internal Combustion Engines and 100% Electric Drive. Both the Diesel and the 100% electric variant are on display.

The T1N is the first vehicle in this category in the country offering crash compliance with air bags for driver and co-driver. With a score of segment first features the T1N will help reinforce the leadership position of Force Motors in the large van segment.

The T1N platform has been developed with global aspirations, it is design protected for plying in select markets of Middle East, Africa, ASEAN and South America where the T1N is expected to be an excellent value proposition vis a vis high premium products from Europe, Far East and USA.

Also, on display are two buses built on the next generation modular monocoque bus platform which has been fully developed in house by the R&D team at Force Motors. On account of its monocoque construction, these buses are the lightest and yet structurally stronger than comparable buses offering superior fuel economy. On account of the monocoque construction and C.E.D full body immersion process for primer application these buses offer best in class durability. A 51-seater (first of its kind) and the school bus variant of the 33-seater Traveller Monobus range are on display.

The popular people mover in the hinterland TRAX gets a total makeover. Three variants on this grounds-up next generation modular utility vehicle platform were unveiled.

- A people mover variant - CRUISER



- A cargo variant – KARGOKING
- An Off-road/ Recreational variant - GURKHA

All the above variants are modular in nature with multiple wheel base options and body configurations. This new platform comes with an all new chassis, suspension, body and interiors. This platform has been developed keeping in mind all aspects of convenience, safety (crash compliance), ergonomics, drivability and passenger environment.

Also, on display is the Traveller SMARTCITIBUS operated by B.E.S.T. that is bringing about a paradigm shift in the way commuters in Mumbai cover the last mile. These air-conditioned buses with comfortable seating for 21 persons are being preferred by the commuters over the shared autos, shared taxis, traditional large buses to move from their residence to the metro station and place of work.

This is just the beginning of how Force next-gen shared mobility platforms will transform commuting in urban India in the near future. Many other cities like Shillong, Nagpur, Pune and Port Blair are already using Traveller Smartcitibuses.

Force Motors R&D team has also developed in house a 100% electric variant of the flagship brand TRAVELLER. These buses are specially designed for last mile inner city connectivity with overnight charging.

Force Motors is the only company in the world producing engines ranging from 150hp to 1050hp for premium brands like the Mercedes, BMW and Rolls-Royce Power Systems. These engines were also showcased by Force Motors.

Speaking on the occasion, **Mr. Prasan Firodia, Managing Director, Force Motors** said, *“The customer expectations and aspirations are rapidly changing, we have tried to develop in house grounds up next generation platforms in all the segments that we operate in. We are confident that both domestic and international customers will welcome our new offerings.”*



About Force Motors Limited

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.

Today, Force Motors is a fully vertically integrated automobile company with expertise in the design, development and manufacture of the full range of automotive components, aggregates, vehicles and agricultural tractors. Its **'Traveller'** and **'Trax'** vehicle ranges are **market leaders** in their respective segments.

Force Motors is the flagship of the company group headed by Dr Abhay Firodia which has 15 manufacturing units across the country and a 14,000-strong workforce.

Since 1997, when **Daimler** AG took the decision to manufacture Mercedes cars in India, every engine fitted there has been produced at Force Motors. To date, it has supplied over 115,000 engines to Mercedes Benz India, and has a state-of-the-art dedicated facility in Chakan, Pune.

In 2015, **BMW** assigned Force Motors to produce and test the engines for all cars and SUVs to be made in India. A state of the art factory has been built to the exacting standards of BMW by Force Motors in Chennai close to their factory. Till date Force Motors has supplied over 45,000 engines to BMW.

In March 2018, Force Motors has entered into a joint-venture agreement with **Rolls-Royce** Power Systems AG to manufacture in India and supply worldwide, the 10 and 12cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications.

For Further Details Contact –

Arun Dasan
9930550024

Shantanu Watane
9930635890