

## **All-New Gurkha Deliveries Started**

- Commanding road presence
- Unmatched cabin space
- Exceptional ride quality
- Legendary off-roader

**Pune, October 25, 2021:** The deliveries of All-new Gurkha commenced today at multiple locations across the country. The Gurkha 2021 has started arriving at select dealerships and test drives are being offered to the prospective customers. The response to the All-new Gurkha has been very encouraging and dealers have already started receiving bookings from the customers. The footprint will be expanded in a phased manner in the coming months.

Built on a ground-up modular architecture platform the Gurkha 2021 is a completely new vehicle with only the iconic G-Wagen inspired silhouette carried forward from the previous generation. Test drive coverage by auto media revealed much appreciation for its style, design and best in class space. The journalists were also delighted with the driving dynamics of the new vehicle after testing it on tarmac as well as off the road.

The All-new Gurkha with its longer and wider body provides the roomiest cabin in its class with captain seats for all four occupants, best-in-class legroom, headroom, and elbow room plus over 500 litres of boot space. The Gurkha 2021 also offers the highest driving position and best in class all-around visibility with maximum window glass area.

Speaking on the occasion, Mr. Ashutosh Khosla, President Sales and Marketing said, “We are delighted with the response to the All-new Gurkha across the country. Even before the vehicles arrived at the dealership, customers have booked the Gurkha seeing the positive feedback received from the auto journalists after the media drives. We already have enough bookings to cover the supplies for the next three months. We are very confident that the All-new Gurkha shall win the hearts of the customers with its commanding road presence, outstanding space and exceptional riding comfort both on and off the road”.



For immediate release

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The All-New Gurkha powered by the Mercedes derived 2.6 litre, 91hp common rail, direct injection, turbocharged diesel engine is the only vehicle in this class that can cruise at triple digit figures on the highways, crawl up gradients of 35 degrees and wade through 700 mm deep streams without a murmur. It is the only vehicle that comes with factory fitted air intake snorkel and manually operated, positive locking, mechanical differential locks on all four wheels.

The All-new Gurkha will be available in five attractive colours. A range of accessories like alloy wheels, all terrain tyres, roof- rack, etc., are on offer at the dealerships to make it adventure ready. The Gurkha 2021 comes with category best warranty of 1.5 lakh km/3 year and 4 free services. The Authorised dealerships have been prepared to cater to the Gurkha customers with dedicated service bays, customer lounge and company trained technicians.

Force Motors has also tied up with Auto Europa India, which has over 6,200 touch points for on-road assistance. With this, Force Motors is confident to ensure quicker assistance to the new buyers even at the remotest locations, round the clock.

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#### **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 12,000-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 125,000 engines and 100,000 axles to Mercedes Benz India, and has a state-of-the-art dedicated facility in Chakan, Pune.



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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 50,000 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 12-cylinder, Series 1600 engines (545hp to 1050hp) for power generation and under floor rail applications. This factory which is the only factory in the world to produce the Series 1600 MTU engines is now ready and functioning. Several generating sets have already been delivered to reputed organizations requiring fail-safe backup for their critical operations.

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