

Force Motors launches the New Urbania Deluxe, Reinforcing its Leadership in Premium Shared Mobility



Key New Features

- **Powerful 100 kW Mercedes-derived diesel engine** for improved pickup and effortless performance
- **New premium interior theme with leatherette seats, matching upholstery and wood-finish flooring** for superior passenger comfort
- **Car-like 3-point seat belts** for every passenger, for enhanced safety
- **TFT instrument cluster** with real-time vehicle information, alerts and driver assistance
- **Customised 23 cm (9-inch) HD touchscreen infotainment system** with smartphone connectivity, at-a-glance navigation and intelligent driver assistance
- **Power sliding footstep** for comfortable ingress and egress
- **New 16-inch alloy wheels** for premium styling
- **Premium 8-speaker Digital Theatre System (DTS)** for an immersive entertainment experience

Pune, 23rd July 2026: Force Motors Limited, India's largest van maker and a leading automotive manufacturer, today launched the **new Urbania Deluxe**—a premium new offering of its next-generation shared mobility platform. Building on the success of the Urbania platform, the new Urbania Deluxe has been developed to deliver an even more refined premium travel experience, **with passenger comfort at its core**, complemented by **enhanced performance, premium**

interiors and advanced technology. With this launch, the new Urbania Deluxe will replace the current-generation Urbania, becoming Force Motors' standard offering in the premium shared mobility segment.

Launched as India's first fully ground-up modular monocoque van platform, the Urbania created a new benchmark in premium shared passenger mobility, established a new segment in the Indian market, and has built a significant presence across international markets. Building on this legacy, **the new Urbania Deluxe introduces a host of enhancements** designed to elevate passenger comfort while meeting the evolving expectations of customers in the premium shared mobility segment.

Powering the new Urbania Deluxe is a more **powerful Mercedes-derived 2.6-litre, four-cylinder turbo diesel engine, delivering 100 kW (134 HP) of power and 350 Nm of torque** for improved pickup, effortless performance and superior drivability. The cabin has also been comprehensively upgraded with a **new premium interior theme featuring leatherette seats, matching upholstery and elegant wood-finish flooring**, creating a refined travel environment with superior passenger comfort.

Safety remains at the core of the new Urbania Deluxe with **car-like 3-point seat belts for every passenger**, complemented by driver and co-driver airbags, all-wheel disc brakes, Electronic Stability Program (ESP), Anti-lock Braking System (ABS), Electronic Brake-force Distribution (EBD) and Engine Drag Torque Control (ETDC), ensuring enhanced occupant protection.

Further enhancing the driving experience are **a TFT instrument cluster** providing real-time vehicle information and a **customised 23 cm (9-inch) HD touchscreen infotainment system** featuring smartphone connectivity, online and offline navigation, HD reverse camera, voice alerts and hands-free Bluetooth calling.

New 16-inch alloy wheels lend the new Urbania Deluxe a premium road presence, while a **power-operated sliding footstep** ensures comfortable ingress and egress for passengers. The premium travel experience is further complemented by an **8-speaker Digital Theatre System (DTS)** and **illuminated USB Type-A and Type-C charging ports** across all seating rows for seamless smartphone charging.

The new Urbania Deluxe is backed by **Force Care**, comprising Force Motors' advanced i-Pulse telematics solution, a 5-year/5 lakh km warranty, a 3-year warranty on all sensors and 3 years of Roadside Assistance (RSA), ensuring complete peace of mind throughout the ownership experience.

Speaking on the introduction of the new Urbania Deluxe, **Mr. Prasan Firodia, Managing Director, Force Motors Limited**, said "With Urbania, we redefined premium shared passenger mobility in India and created an entirely new segment that has found strong acceptance both in India and across international markets. Its success reflects the growing preference for vehicles that combine superior comfort, safety and modern engineering. With the introduction of the new Urbania Deluxe, we are taking this platform to the next level with enhanced performance, premium features and advanced technology to meet the evolving expectations of our customers and deliver the premium travel experience passenger's demand. As the premium mobility segment continues to evolve, we remain committed to enhancing our products and delivering mobility solutions that set new benchmarks in passenger comfort, safety and performance".

The new Urbania Deluxe will be available in **three wheelbases** and **eight seating layouts**, ranging from **9+D to 16+D seating configurations**, through Force Motors' dealer network across India. Prices start at **₹28.7 lakh (ex-showroom)**.

ABOUT FORCE MOTORS LIMITED: INDIA'S LARGEST VAN MAKER

Founded in 1958 by Shri N. K. Firodia, Force Motors Limited was established with a vision to provide affordable, reliable, and efficient transportation for the masses. Today, it stands as a fully integrated automobile company specializing in the engineering, development, and manufacture of vehicles, aggregates, and components.

The company operates five state-of-the-art manufacturing units across India, employs over 10,000 people, and is led by its Chairman, Dr. Abhay Firodia. Its advanced R&D center in Pune, supported by a design team of over 1,000 experts, is regarded as one of the finest in the country.

Force Motors is a versatile automotive company with the capability to cater to diverse international markets by offering customized, country-specific solutions. Its formidable product range spans light commercial vehicles and multi-utility vehicles, and its export presence extends to over 25+ countries including Middle East and Gulf region, Asia, Latin America, and Africa.

Force Motors has built strong relationships with global automotive leaders by consistently delivering high-quality engines and components. BMW & Mercedes-Benz assigned Force Motors the responsibility of producing and testing engines for all cars and SUVs manufactured in India. Every Mercedes-Benz car and SUV made in India is powered by an engine produced at Force Motors facility at Chakan in Pune.

Similarly, Force Motors' world-class factory in Chennai, built to BMW's exacting standards, powers every BMW car and SUV made in the country.

Force MTU Power Systems Pvt. Ltd. is a joint venture between Force Motors Ltd. and Rolls-Royce Power Systems AG. The venture specializes in producing 10 and 12-cylinder Series 1600 engines, ranging from 545 hp to 1050 hp, at its manufacturing facility in Chakan, Pune. These engines are supplied globally for power generation and underfloor rail applications

PRODUCTS AND INNOVATION

Force Motors offers solutions for both passenger and goods transport, with its Traveller N and Trax ranges leading their respective segments. Building on the legacy of the Traveller, the new **Traveller N** range sets new benchmarks in efficiency, reliability, comfort and safety, while the rugged **Trax** caters to challenging terrains and demanding operating conditions.

Urbania is Force Motors' next-generation modular monocoque passenger vehicle platform that has redefined **premium shared passenger mobility in India**. Having established a new segment in the market, the Urbania platform has built a strong presence across domestic and international markets, setting new benchmarks in passenger comfort, safety and performance.

The **Force Traveller Monobus** is an efficient mid-size bus designed for safe and reliable passenger travel. Its monocoque body enhances stability, comfort and fuel efficiency, making it a preferred choice for transportation.

The **Force Gurkha** in 3-door and 5-door variants is known for its rugged build and off-road capabilities. It is built to conquer the toughest terrains with ease. Designed for adventure, it delivers durability, power, and unmatched all-terrain performance.

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