

Force Motors Traveller SMARTCITI BUS most ideal for Indian roads

Unique vehicle model comes with several add-on features

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Mr. Ashutosh Khosla, President (Sales & Marketing), CVD & PVD, Force Motors Ltd., posing with Traveller SMARTCITI BUS

Efficient transportation is most vital for faster urbanisation. In the last five years, there has been greater urbanisation all over, including in India. According to a latest global study, urban transport has far exceeded rural transport systems, and India and Africa are among the major regions that fuelled urbanisation.

This point was emphasized by Mr. Ashutosh Khosla, President (Sales & Marketing), CVD & PVD, Force Motors Ltd., in an exclusive interview to MOTORINDIA at the eighth Urban Mobility India Conference and Expo 2015 held in New Delhi.

He asserted that 400 million people in India would shift to urban centres from rural areas, making the country much bigger than China. This change is expected to generate more demand for smaller buses in India. Already there is 75 per cent dependency on public transportation in many countries, including in India. Of this, city buses

of around 25-seater capacity account for almost 20 per cent. Hence there is enough room for more players to tap the segment.

Keeping this growing trend in view, Force Motors Ltd., the leading Pune-based automobile manufacturer, showcased its new Traveller SMARTCITI BUS at the UMI conference.

Designed to fulfil the intra-city travel requirements in the upcoming 'SMART' cities, the Traveller SMARTCITI BUS can seat up to 21 passengers. It meets the Universal Bus Specifications (UBS) and matches the large-size buses in comfort and reliability.

This Traveller SMARTCITI BUS is powered by the 130hp TD 2200 advanced common rail engine with dual mass fly wheel technology and the G-32 5-speed synchromesh gearbox made under licence from Daimler AG Germany. This is the only vehicle in this class with advanced features like the ventilated disc brakes with heavy duty four piston calipers on all wheels and anti-lock braking system (ABS) and electronic brake-force distribution (EBD). It is also the largest Monocoque panel van in the world, thus making it one tonne lighter than similar vehicles in this category.

The SMARTCITI BUS also comes with features that make it a commuter's delight. The vehicle has an electronic passenger information system with an internal camera, GPS navigation system and a stop bell button for alighting requests. The Jack Knife Door and low footstep enable easy entry and exit. The internal movement of passengers is aided with the intelligently placed stanchion bars and wide gangway.

This Traveller SMARTCITI BUS has a 2x1 seating arrangement, full standing height of 6ft and offers ample leg room. The dashboard integrated ITES controls, wider wind screen and rear reverse parking camera simplify the driver's task as well.

The Traveller is the flagship brand of the Force Motors stable and is a well recognized name across the nation. It won the Editor's choice "Iconic Vehicle" Award in 2012 for serving the Indian commuters for three decades.

The newly-introduced Traveller 26 has also been awarded the "Best New Variant of the Year" for 2013.

The company played a pioneering role in the light commercial transport industry in India with iconic brands like the Tempo, the Matador and the Traveller.