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Force Motors launches Urbania van price starts at INR 28.99 lakh

The medium wheel base (3615mm) variant seating 13 excluding driver is priced at INR 28.99 lakh and the long wheel base (4400mm) variant seating 17 excluding driver is priced at INR 31.25 lakh. The short wheel base (3350mm) variant seating 10 excluding driver is priced at INR 29.50 lakh.



ETAuto

Updated On Nov 23, 2022 at 08:27 AM IST

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The automaker claims that it is the first in segment to offer ergonomically designed cockpit with car like steering wheel with tilt and telescopic adjustable steering column along with an all wheel disc brakes and ESP, ABS, EBD and ETDC.

New Delhi: Pune-based Force Motors on Tuesday launched the Urbania van, with prices starting from INR 28.99 lakh (ex-showroom, India).

The medium wheel base (3615mm) variant seating 13 excluding driver is priced at INR 28.99 lakh and the long wheel base (4400mm) variant seating 17 excluding driver is priced at INR 31.25 lakh. The short wheel base (3350mm) variant seating 10 excluding driver is priced at INR 29.50 lakh.

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The new van will be available at select company dealerships across the country in the metros and mini-metros, Force Motors said.

The Phase 1 installed capacity is 1000 vehicles per month which can be increased up to 2000 vehicles per month. Serial production has now commenced at the new dedicated manufacturing facility created for this platform. The first lot of vehicles will be shipped to dealerships in the coming fortnight, it said.

The automaker claims that it is the first in segment to offer ergonomically designed cockpit with car like steering wheel with tilt and telescopic adjustable steering column along with an all wheel disc brakes and ESP, ABS, EBD and ETDC.

It is the OEM's first fully new platform in over 30 years. The creation and development of this ground up modular monocoque van and the setting up of the manufacturing facilities has been done with a total investment of over INR 1000 crore.

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The company has developed the van with global aspirations, and ‘design protected for plying in select markets of Middle East, Africa, ASEAN and South America’. Urbania will have to compete with high premium products from Europe, Far East and USA in these markets.

Urbania is powered by a Mercedes derived 115 hp, BS-VI compliant, Common Rail Diesel engine, offering peak torque of 350 Nm over a wide range starting from 1400 to 2200 rpm.

Published On Nov 23, 2022 at 08:25 AM IST

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Volkswagen sees China sales on par with 2021 as lockdown impact lingers

The carmaker had previously forecast sales of 3.85 million vehicles this year, on par with 2021 but adjusted its expectations in the middle of the year, Ralf Brandstaetter told the German daily.



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VW still expects to double its sales of ID electric vehicles in the country from last year's level as planned.

Volkswagen expects sales in China to stagnate at about 3.3 million vehicles in 2022, its China chief told Handelsblatt on Tuesday, as it struggles to make up the impact of coronavirus lockdowns and chip shortages in the first half.

The carmaker had previously forecast sales of 3.85 million vehicles this year, on par with 2020, but adjusted its expectations in the middle of the year, Ralf Brandstaetter told the German daily.

Volkswagen said in July that monthly production volumes across the group had improved significantly towards the end of the second quarter - but a programme implemented to catch up on the first-half shortfall was not enough to compensate for the losses, Brandstaetter said on Tuesday.

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VW still expects to double its sales of ID electric vehicles in the country from last year's level as planned, he added.

New coronavirus restrictions in recent weeks have not impacted Volkswagen's own plants, though some dealers have had to close, the China chief said.

Asked about Volkswagen's plant in Xinjiang, which has sparked controversy because of widespread reports of human rights violations in the region, Brandstaetter said he planned to visit the factory as soon as possible.

"I would like to get a first-hand look on site as soon as possible. That was not possible until now because of coronavirus restrictions," he said.



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Published On Nov 22, 2022 at 05:09 PM IST

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