

PRESS RELEASE

Prices of All-new 5-door and 3-door Force Gurkha announced

- Best in Segment 140PS and 320Nm Torque delivered by a 2.6 L engine
- Shift-on-the-fly electronic shift to switch between 2L, 4H and 4L
- New Independent Front Suspension- Unmatched ride quality on tarmac as well as off the road
- Best-in-class ground clearance of 233mm
- New digital state-of-the-art instrument cluster
- Eco and Power drive mode options
- 22.5cm(9-in) ApplePlay/AndroidAuto compatible touchscreen infotainment
- Stylish dual-tone 18-inch alloy wheels - taller and imposing road presence
- The 5-door (7-seater) comes with captain seats in the 1st and 3rd rows and a comfortable 3-seater in the 2nd row. Independent access is provided for the three rows. The 3-door (4-seater) comes with all captain seats and independent access to both rows

Pune, May 02, 2024 – Force Motors has revealed today the prices of its all-new 5-door and 3-door 2024 Force Gurkha which was showcased to the media a few days back.

The ex-showroom pan India price of the 3-door variant (4-seater) is Rs. 16,75,000/- and Rs. 18,00,000/- for the 5-door (7-seater) variant (exclusive of TCS). Accessories, Road tax, registration and insurance charges will be payable extra as applicable.

Despatches to Gurkha dealers (as listed on www.forcegurkha.co.in) shall commence this week and the test drives/deliveries to customers shall commence mid-May onwards.

The new Force Gurkha website is now live. Interested customers can book their vehicles on payment of Rs 25,000 at the nearest Gurkha dealership.

The 2024 All-new Force Gurkha is now powered by a 2.6 litre turbocharged inter-cooled diesel engine delivering 140PS and peak torque of 320Nm over a wide band from 1400 to 2600rpm.

The improved power and torque output enables it to cruise on the expressways at triple-digit figures and also enables it to easily extricate itself from tricky situations off the road better than any other vehicle in this class.

Commenting on the All-new Force Gurkha, **Mr. Prasan Firodia, Managing Director, Force Motors** said, "The Force Gurkha is a testament to our commitment towards providing an unparalleled driving experience by combining our legacy of robust engineering and manufacturing excellence."

"India's diverse geography offers innumerable opportunities to explore and experience, from snow-capped peaks to deserts, scenic coastlines, tropical rainforests, wildlife sanctuaries, and ancient architectural heritage sites. The Force Gurkha is a unique vehicle that is equally comfortable doing daily commutes, highway drives, and overlanding across the country", **Mr Prasan Firodia** added.

Maximum capability, maximum fun

The All-new Force Gurkha's capability has received a serious boost with a class-leading ground clearance of 233mm, 18-inch wheels, 35-degree gradeability, and 700mm water-wading capability with the unique factory-fitted air intake snorkel. The new independent front suspension has been fine-tuned in line with the increased power to offer excellent ride quality both on highways and off the road.

The Force Gurkha also comes with fully locking mechanical differentials on both axles and Electronic shift-on-the-fly for effortless shifts into 4WD when the terrain gets rough. The All-new Force Gurkha retains the iconic and much loved Mercedes Gelandewagen inspired design synonymous with its rugged character and extreme potential.

Maximum space, maximum comfort

The All-new Gurkha is the most spacious vehicle in its class offering commanding driving position, panoramic all-round visibility, and the most comfortable seating for all occupants.

It also features a new digital instrumentation cluster and a 9-inch Apple CarPlay and AndroidAuto compatible touchscreen infotainment system to keep you entertained during those adventurous outings.

The convenience features include electronically adjustable ORVMs, a start-stop function for improved efficiency, and high-intensity Force Pro-edge LED headlamps, etc. Keeping the occupants safe is the all-metal body that is frontal crash-compliant, along with the dual airbags, ABS, and EBD.

About Force Motors

Force Motors, the largest van manufacturer in India was founded in 1958 by Shri N. K. Firodia to provide economical, dependable, and efficient products while utilizing the most advanced technology to enable affordable commercial transportation for the general public.

Force Motors is the flagship company of the group led by Dr. Abhay Firodia, which has nine manufacturing facilities across the country and employs a 10,000-plus strong workforce. The manufacturing facilities are at Akurdi and Chakan (Maharashtra), Pithampur (Madhya Pradesh) & Chennai (Tamil Nadu).

Product lines from the organization are distributed to nations across the Middle East, Asia, Africa, and Latin America.

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