

Force Motors Introduces Three-Year Complimentary Roadside Assistance Across Its Entire Product Range

A first-of-its-kind initiative in India's commercial vehicle segment, reinforcing the company's commitment to customer convenience, reliability, and care



Pune, 7th October 2025: Force Motors Limited, a key automotive player and India's largest van manufacturer, has announced the launch of its **comprehensive Roadside Assistance (RSA) program**, now offered **complimentary for three years** across all its product lines- **Traveller, Trax, Monobus, Urbania, and Gurkha**.

A first-of-its-kind initiative in India's commercial vehicle segment, this program is a part of Force Motors' continued efforts to enhance the ownership experience and ensure round-the-clock customer support across India. The program covers a wide range of services, from breakdown support and accident assistance to towing and on-site repairs, aimed at minimizing downtime and delivering peace of mind to every customer.

“Our customers place their trust in Force vehicles every day, and it is our responsibility to stand firmly by that trust,” said **Mr. Prasan Firodia, Managing Director, Force Motors**. “With the three-year complimentary Roadside Assistance program, we aim to provide total support throughout their journey- reaffirming our commitment to reliability, responsiveness, and care. This initiative marks another milestone in our continued investment in enhancing the ownership experience and building long-term trust through dependable service”.

Key Features of Force Motors Roadside Assistance:

- **Complimentary coverage for 3 years** from date of vehicle purchase
- **24x7 toll-free helpline**, available 365 days a year in multiple languages
- **Free towing** up to 100 km to the nearest authorized Force workshop
- **On-site repair support** for minor mechanical or electrical issues
- **Accident assistance** including vehicle recovery and coordination with workshops
- **Tyre change, battery jump-start, and key-related assistance**

- **Emergency coordination services**, such as message relay, conference calling, and nearest workshop guidance
- **Add-on convenience benefits** including legal and medical referrals, hotel or taxi coordination, and vehicle custody support in case of delays

Supported by a nationwide partner network that ensures quick and professional assistance across India, the RSA initiative further strengthens Force Motors' focus on reliability, service accessibility, and reduced total cost of ownership.

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 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 the 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.

Mercedes-Benz and BMW 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 in Chakan 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 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 and Trax** ranges leading their respective segments. The Traveller stands out as a benchmark in efficiency and reliability, while the rugged Trax caters to challenging terrains.

Force Motors has introduced **Urbania**, a new ground-up modular monocoque passenger van platform, marking the beginning of a **Premium Shared Mobility** segment for domestic and export markets. After establishing a strong foothold in India, Urbania is now expanding into key markets across the globe.

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.

For more inquiries, please contact

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