

SML Isuzu's feature-packed bus range grabs attention

SML Isuzu (SML) presented feature-packed luxury buses – Executive Lx coach and Ecomax Bus – at the show, in line with its focus of delivering best-in-class fully-built solutions in the Indian bus market.

Said Mr. Toshihiro Otsubo, Sr. Vice President - Marketing, SML Isuzu: "Our goal is to provide fully-built buses to address the emerging trends in the end-user requirements and technology specifically meant for tourist and staff transport. As a standard, our products primarily focus on providing better safety, comfort and operational economy."

SML's Executive Lx coach, an 18-seater luxury bus, boasts features like pushback reclining seats, on-board entertainment system, individual AC louvers, reading lamps, mobile charging points, cup holders and paper/magazine holding mesh, wide windows and spacious interiors. This fully-built bus conforms to AIS 052 (Bus Body Code) and is positioned as a premium staff bus.



Mr. Toshihiro Otsubo, Sr. VP-Marketing, (left) and Mr. Vijay Pahoja, Chief Manager-Product Marketing & Administration, SML Isuzu Ltd.



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The Ecomax Bus, the 12-seater with push-back reclining seats, comes with numerous features like wide comfortable seats, effective air-conditioning, individual mobile charging points, cup-holder and magazine pouch. Being a small bus, it has a low turning circle radius enabling it to move in narrow lanes.

Also on display at SML's pavilion were the FR1318 - a 41 seater luxury bus and the S7 staff bus which can seat up to 38 passengers.

SML is a key player in the Indian bus market, commanding leadership position in the school bus segment. Other than school, staff and tourist segments, the company also delivers city buses to STUs for safe and efficient public transportation. Apart from its range of diesel-fueled buses, the Chandigarh-based bus maker is also a front-runner in eco-friendly transport with its CNG range of vehicles.

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