



# URBANIA

BY FORCE MOTORS

TRAVEL WORLD-CLASS



## BRING THE WORLD TO YOUR CUSTOMER'S DRIVEWAY

Imagine a travel experience engineered for best-in-segment comfort and safety, made to suit the needs of the global traveller.

Introducing the Urbania by Force Motors. A vehicle so capable and versatile, it can transform to suit the needs of every type of customer, whether as a shuttle van for the senior management's commute, or as a tour van for the most elite vacationers. Treat your clientele to a truly world-class drive with best-in-segment standards of safety.

The Urbania is designed, developed in India and refined by leading domain experts from Italy, Germany, Japan, Spain, U.K. and U.S.A. It is benchmarked with the best offerings in the segment, and offers maximum space per passenger, best-in-class seating comfort, air conditioning, safety, and a host of thoughtful conveniences that make sure your customer's journey feels like a breeze, from start to finish.

The Urbania by Force Motors is here to deliver a truly delightful travel experience for all your customers.





DESIGNED TO MEET GLOBAL STANDARDS.  
EXPERIENCE BEST-IN-SEGMENT STYLING.



#### BEST-IN-SEGMENT LIGHTING WITH DAY TIME RUNNING LED LAMPS

Unique 'Parentheses' style Daytime Running Lamps with hidden direction indicator LEDs integrated in the top segment. Separate high-beam chamber and low-beam projector head lamps provide high efficiency lighting, enhancing visibility and safety.



#### LED SIGNATURE TAIL LAMPS WITH 'LIGHT GUIDE' TECHNOLOGY

Our unique twin-strip, signature tail lamps with light guide technology have integrated LED stop and direction indicators that create a distinct identity for the Urbania.



#### ADVANCED TRIPLE AC SYSTEM WITH INDIVIDUAL AC VENTS

The Urbania is equipped with a powerful triple AC system, with outlets on the dashboard, and through the individual passenger AC vents, where passengers can adjust the airflow. This ensures quick and uniform cooling across all seats.



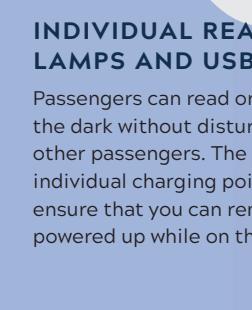
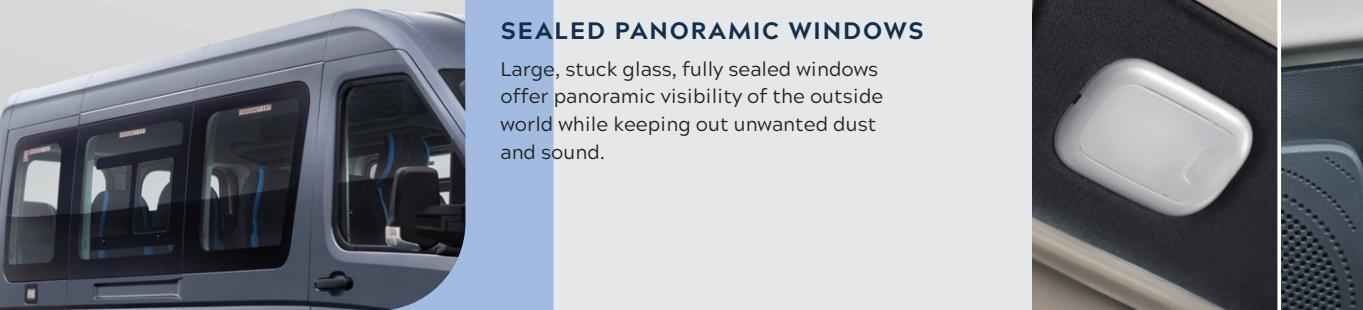
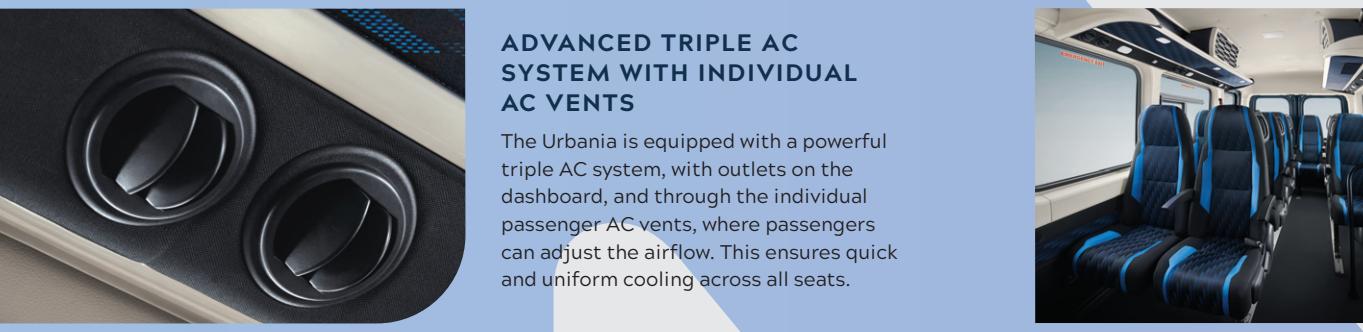
#### BEST-IN-SEGMENT CABIN SPACE, AND CAR-LIKE MINIMAL NVH IN PASSENGER COMPARTMENT

It has the longest passenger compartment in the segment and hence provides ample leg room for every passenger. Its semi-forward design and single panel firewall separates the passenger compartment, restricting entry of engine noise and dust into the passenger cabin and allowing for a rich travel experience.



#### SEALED PANORAMIC WINDOWS

Large, stuck glass, fully sealed windows offer panoramic visibility of the outside world while keeping out unwanted dust and sound.



#### BEST-IN-SEGMENT STAND-UP HEIGHT AND WIDTH

It has full stand-up height and wide aisles that allow passengers to move about without any discomfort.

#### RECLINING SEATS

The perfect torso angle, seat depth, and lumbar support provide ample support resulting in minimal strain on the passenger's thighs and back. Passengers can stretch their legs freely and enjoy a fatigue-free riding experience.

#### INDIVIDUAL READING LAMPS AND USB PORTS

Passengers can read or work in the dark without disturbing other passengers. The individual charging points ensure that you can remain powered up while on the move.



A NEW STANDARD OF EXCELLENCE.  
EXPERIENCE BEST-IN-SEGMENT COMFORT.



#### STATE OF THE ART DRIVER COCKPIT

Locations of all controls are anthropometrically designed and easy visibility of the instrument console ensures that the driver need not take his eyes off the road, while staying updated with all performance parameters.



#### START-STOP FEATURE

The Start-Stop Feature, when activated, shuts off fuel supply to the engine when engine is idling for a prolonged period especially at traffic signals. This helps reduce pollution and improves fuel efficiency.



#### DASHBOARD-MOUNTED GEAR LEVER

The gear lever is ergonomically mounted on the dashboard within easy reach of the driver for effortless gear changes. This also results in a walk-through driver cabin.



#### 6/8 - SPEAKER AUDIO SYSTEM

A 6 / 8 speaker audio system, with speaker locations optimised for a best-in-segment audio experience, making your journeys truly enjoyable.



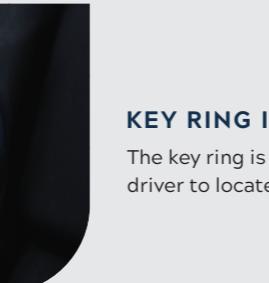
#### TIPT AND TELESCOPIC STEERING

The Urbania has a car-like steering wheel angle. The steering column has tilt and telescopic adjustment so that the driver can adjust the steering wheel to achieve the best driving posture as per one's physique and ensure fatigue-free long drives.



#### 17.8 CM LCD TOUCHSCREEN WITH BUILT-IN BLUETOOTH AND CAMERA INPUTS

A large touchscreen with built-in Bluetooth and camera input, with USB and AUX IN, for excellent navigation and reverse camera visibility. Supports USB mirroring for Apple CarPlay and Android Auto.



#### KEY RING ILLUMINATION

The key ring is illuminated, helping the driver to locate it in the dark.



#### CENTRAL LOCKING AND POWER WINDOWS

All the doors of the Urbania can be locked and unlocked with the remote key. Urbania's driver and co-driver window glasses are power operated with one touch auto down feature.



#### CAR-LIKE CRASH AND ROLLOVER PROTECTION

Advanced high strength steel reinforcements provide car-like frontal crash and rollover protection.



#### ADVANCED ESP WITH ABS & EBD

All-wheel disc brakes with Antilock Braking System (ABS) and Electronic Brakeforce Distribution (EBD) ensure braking without skidding and loss of control in an emergency.

URBANIA is the only vehicle in its segment to have Electronic Stability Program (ESP) as an option. This enhances vehicle driving dynamics, enabling the driver to control the vehicle while executing sudden turns or negotiating wet and slippery surfaces.

#### DRIVER AND CO-DRIVER AIRBAGS AND COLLAPSIBLE STEERING

The URBANIA features airbags that are deployed in the event of a frontal collision. The dashboard too is designed to minimise impact to the occupants in the driver and co-driver seats. The collapsible steering crumples and prevents abdominal injury to the driver in case of an accident.



LEAVE YOUR WORRIES BEHIND.  
TRAVEL WITH SEGMENT-FIRST SAFETY  
FEATURES.



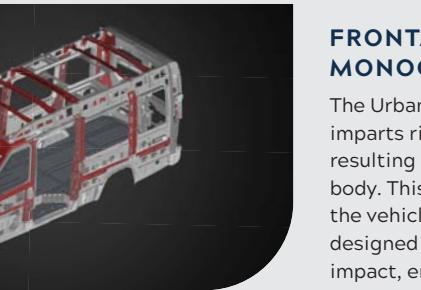
#### FOLLOW-ME-HOME FEATURE

The headlamp of the vehicle remains ON for some time even after the engine is shut, to light and guide the occupants' path at night.



#### INDEPENDENT FRONT SUSPENSION

State-of-the-art independent front suspension with transverse springs and dual acting telescopic shock absorbers deliver excellent ride comfort. Articulation of the vehicle is better controlled and hence there is minimum roll of the vehicle. Jerks and vibrations are also well absorbed by the independent suspension.



#### FRONTAL CRASH COMPLIANT MONOCOQUE STRUCTURE

The URBANia's high strength steel imparts rigidity to the structure resulting in reduced roll and pitch of the body. This brings excellent stability to the vehicle. The body structure is designed to withstand high speed rear impact, enhancing the safety of the occupants, even in case of rear collision.



#### HILL HOLD ASSIST WITH ESP

A crucial feature found only in premium cars, which holds the vehicle on inclines, especially useful on a crowded flyover or congested steep roads, preventing the vehicle from rolling back. The sensors come into action when it senses that the vehicle is moving back on an incline, when the driver shifts his foot from the brake pedal to clutch pedal.



#### FRONT BUMPER DESIGNED TO MINIMISE PEDESTRIAN INJURY

The URBANia clears pedestrian safety norms applicable to M1 (Cars) category, though not yet mandated for the larger M2 & M3 category vehicles in which it belongs, thus ensuring minimal injury to pedestrians in the event of an accident.



#### CAMERA-BASED, ULTRASONIC SENSOR-BASED, REVERSE PARK ASSIST SYSTEM

It assists the driver by displaying the path for reversing and any obstructions in the way while reversing the vehicle. Ultrasonic sensors detect nearby objects and sound a warning beep.



#### HIGH SECURITY VEHICLE TRANSPOUNDER BASED ENGINE IMMOBILISER

The URBANia won't start unless the high security vehicle transponder is present with the ignition key. This prevents theft of the vehicle and provides peace of mind for the customer.

#### AERODYNAMICALLY DESIGNED BODY

The URBANia has car-like aerodynamics. Its body is designed in a way that there is a low drag, i.e., the backward pull force at the rear side of the vehicle. This results in excellent performance in terms of enhanced fuel economy, better acceleration and top speed, overtaking ability and stability with minimal roll.

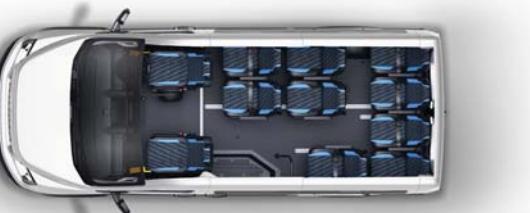
## VARIANTS

The Urbania is available in 3 wheelbases with multiple seating options starting from nine persons and going up to seventeen persons to suit the varying needs of different applications viz., tour and travels, executive commute, hospitality etc.



**SHORT WHEELBASE-3350 mm**

SEATING CAPACITY  
EXCLUDING DRIVER **10**



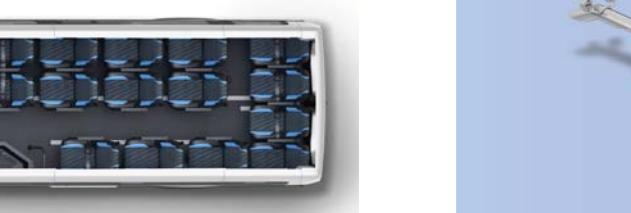
**MEDIUM WHEELBASE-3615 mm**

SEATING CAPACITY  
EXCLUDING DRIVER **13**



**LONG WHEELBASE-4400 mm**

SEATING CAPACITY  
EXCLUDING DRIVER **17**



## PERFORMANCE

The Urbania is powered by the proven and renowned Mercedes-derived FM 2.6 CR ED turbocharged intercooled diesel engine developing 115 HP and 350 Nm peak torque over a wide 800 RPM range from 1400 to 2200 RPM, thus ensuring excellent pulling power and drivability. The 5-speed Mercedes derived G-32/5 synchromesh gearbox with cable shift enables effortless and fatigue-free gear changes.

**FM 2.6 CR ED 115 HP and 350 Nm**



## TECHNICAL SPECIFICATIONS

### Engine

Model	FM2.6CR ED
Type	BS-VI, DI TCIC
Bore x stroke (mm)	90.9 x 100
Displacement	2596 cc
Max. Engine output	85 kW (115 Hp) @ 2950 rpm
Max. Torque	350 Nm @ 1400-2200 rpm
<b>Clutch</b>	
Type	Dry friction, single plate & hydraulically actuated

### Gear box

Type	Manual, Gear lock synchromesh on forward gears
No. of gears	5 Forward, 1 Reverse

### Steering

Type / Description	Power Steering
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### Suspension

Front Spring	Parabolic Leaf spring - for RFS
Rear Spring	Transverse Leaf spring - for IFS
Anti-roll bar	Front Yes Rear Optional

### Shock absorbers

Front -	Telescopic Shock Absorber for RFS
Rear -	Telescopic Strut Damper for IFS
	Telescopic Shock Absorber

### Brake

Service brake	Hydraulic, Vacuum Assisted
Auto Slack Adjuster	Yes
Front and Rear	Disc
Parking brake	Mechanical, Acting on Transmission

### Wheels

Tyre size and Type	235/65 R16 C, Radial / Tubeless
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### Fuel tank Capacity (l)

70

### Dimensions (mm)

Front track	1750
Rear track	1750
Min. ground clearance	200

### Wheel base (mm)

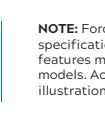
	<b>3350</b>	<b>3615</b>	<b>4400</b>
Length (mm)	5440	6225	7010
Width (mm)	2095	2095	2095
Height (mm)	2550	2550	2550
GVW (Kg)	3625	4135	4610
Seating Capacity (Excl. Driver)	10	13	17
Front Suspension	Independent	Independent	Rigid
Air Bag for Driver & Co Driver	Yes	Yes	Optional



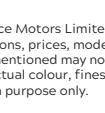
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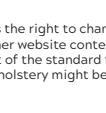
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[www.forceurbania.co.in](http://www.forceurbania.co.in)

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