

TATA MOTORS SHAPING INDIA'S FUTURE WITH 'SMART MOBILITY, SMART CITIES' @ AUTO EXPO 2018

- **Global Premiere of next generation Passenger and Commercial vehicles**
- **26 Integrated Mobility Solutions showcased through thematic zones across the pavilion**

New Delhi, February 7, 2018: With a fresh new appearance, in the 150th year of the Group, Tata Motors today brought alive the Government's vision of smart cities of the future with its '**Smart Mobility, Smart Cities**' theme at the 'Auto Expo - The Motor Show 2018'. Showcasing mobility solutions for intelligently connected cities designed to offer convenience, safety, security, and efficiency to its customers, Tata Motors demonstrated its capabilities shaping India's future of mobility.

As the only OEM with an end-to-end extensive product portfolio across its Passenger and Commercial Vehicles businesses, Tata Motors is in a unique position to play a complimentary role in the smart cities of the future. From public transport to personal cars, from last mile connectivity to BRTS, from emergency response vehicles to commercial utility vehicles, from green and sustainable solutions to vehicles designed to amplify the thrill of the drive - Tata Motors has a product portfolio to connect the aspirations and needs of its discerning customers.

In the Passenger Vehicles (PV) segment as part of the two-architecture strategy, two attractive innovations made their global debut at this motor show. These were the '**H5X concept**' from the – '**Optimal Modular Efficient Global Advanced**' Architecture Ω_{RE} – the 5-seater luxury SUV, set to redefine the SUV benchmarks in the country and the '**45X concept**' – the premium hatchback based on the versatile – '**Agile Light Flexible Advanced**' Architecture α_{RE}

In the Commercial Vehicles (CV) segment, the all-new **Tata INTRA** - the stylish, feature loaded, compact truck that is set to re-define the SCV segment in the country was unveiled. Bollywood Superstar and Tata Motors' CV business brand ambassador, **Akshay Kumar** made a grand entry unveiling the Tata INTRA in a dramatic fashion. Also displayed were the **SIGNA 4323**, India's first 6-axle rigid truck with a 30-ton payload, the highest in the market and the all-new **Ultra T.7**, an elegant LCV based on the modular ULTRA platform and with a 1.9-meter, wide cabin.

The company also announced its new design language 'IMPACT 2.0' for PVs and for CVs, 'Premium Tough' - a design that reflects a sense of purpose coupled with strength and quality.

Commenting on the occasion, Guenter Butschek, CEO & MD, Tata Motors, said, "Tata Motors has a long-standing relationship with Auto Expo, with special premieres of leading edge solutions from the company's Passenger and Commercial Vehicles portfolio. This Auto Expo, we have taken it several notches higher, outlining our plans for the future of India's Smart Cities and its connected generation. Our 'Smart Mobility, Smart Cities' pavilion has been designed keeping the future Smart Cities and emerging market trends in mind. Our exhibits are a clear indication of our capability to meet the growing aspirations of our customers. Our new future ready Ω_{RE} and α_{RE} PV Architectures along with the H5X, 45X concepts and the all-new LCV, Tata INTRA represent the changing face of Tata Motors in our journey towards shaping the future of mobility in the country. From products to presenting experiences and solutions, Tata Motors has always been an enabling force in the Indian automotive industry."

With a hall, spanning across 6000 sq. mtrs, the Tata Motors #SmartMobility pavilion is divided into thematic zones like the Urban High Density Residential Zone, Sports Zone, Smart Energy Zone, Semi-Urban Zone, Inter and Intracity Zone and Rising City Zone. Each of these zones with the product best suited to the customer need complemented by the digital engagements around each exhibit bring alive an engaging experience across the pavilion.



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PRESS RELEASE

Providing smart solutions in an **Urban high-density Residential Zone**, Tata Motors revealed two innovations of its best-selling compact SUV - **the Nexon Aero** and the soon to be launched **Nexon AMT**. The **Sports Zone** gives a glimpse of products catering to customers who love the thrill of sport and performance. Revealed for the first time were **Tiago JTP** and **Tigor JTP** - performance vehicles built by the JT Special Vehicles Pvt Ltd, a joint venture between Tata Motors and Jayem Automotives Pvt Ltd. In addition, making its Indian debut following the overwhelming response received at its global unveil at the Geneva Motor Show 2017 is India's first two-seater, connected sports Coupe – the **'RACEMO'** by TAMO.

In the **Smart Energy Zone**, catering to the Government's vision for all electric by 2030, Tata Motors is displaying an extended range of six EV products enabling personal and mass mobility. Demonstrating its capability in promoting smart and safe public transportation, on display is the **12m Electric Bus** with a Smart Bus Stop and passenger carriers - **the Magic EV** and **the Iris EV**. The **Tiago EV**, the **Tigor EV** and the **Racemo EV** – a special Auto Expo edition completed this range in PV affirming the company's endeavour to facilitate faster adoption of electric vehicles, to build a sustainable future for India.

A Special Edition of the lifestyle SUV - **Tata Hexa** was displayed in the **Semi-Urban Zone** for customers who enjoy a power-packed and adrenalin filled driving experience. Seamlessly integrating the cities with next generation vehicles, Tata Motors displayed a host of commercial vehicles at its **Intra and Intercity Link Zone**. From last mile connectivity solutions to passenger carrier vehicles, from goods transportation to heavy construction and mining vehicles - Tata Motors has it all.

Leveraging the new modular Ultra platform, the **Intracity Zone** highlighted the all-new **Ultra T.7**, an elegant LCV with a 1.9-meter wide cabin that will redefine goods transportation in the 7-ton segment, delivering faster turnaround, best in class fuel economy and lower total cost of ownership. In addition, on display was the **MAGNA Bus** – India's first bus body code compliant two-axle OEM coach with world-class design and engineering inputs from our partner Marcopolo, which is set to transform intracity travel in India. Completing the line-up is the **Xenon Special Police Vehicle** showcasing Tata Motors Defence capabilities in the city protection.

Bridging distances between cities, Tata Motors Medium & Heavy Commercial Vehicles range offers increased productivity and longer life making the range an indispensable asset for large captive users, miners or transporters. Standing tall in the **Intercity Link Zone**, are India's highest tonnage rigid trucks - the **SIGNA 4323** – India's first 6-axle rigid truck with a 30-ton payload, the highest in the market, the **Prima 3718** with the first-of-its-kind 'Haulmaax' advanced rubber Suspension system and the **Prima 4930.S** with latest, advanced safety and driving features. Catering to the needs of the city under construction, Tata Motors has displayed **the Signa 2518** mounted with Schwing Stetter Boom Pump in the **Rising City Zone**.

Tata Motors has always been at the forefront of technology innovation delivering enhanced value to customer needs. In addition to the dynamic showcase of products, the company displayed its **New Generation Diesel TurboTron Engines of 3L and 5L capacities** for its commercial vehicle applications. These state-of-the-art engines offer best-in-class fuel economy, excellent performance (flat torque curve & high low-end torque), lower TCO, better reliability and durability.

The year 2018 is a landmark year for Tata Group as it celebrates 150 years of nation building. As part of this journey, Tata Motors in its own way has been making significant contributions for the last 7 decades. 'Auto Expo – The Motor Show 2018' makes it more special as it marks a momentous occasion in Tata Motors' journey towards developing Smart Mobility Solutions, connecting aspirations of its customers along the way.

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