

Tata Motors Unveils Future Range of Passenger Vehicles at Auto Expo 2016

New Delhi, February 3, 2016: With a promise to introduce new products every year, Tata Motors today showcased its future range of passenger vehicles at the Auto Expo 2016 that fall within its new MadeofGreat promise to auto consumers. The product line-up features the new sporty compact sedan (project code named KITE 5), the production ready, lifestyle SUV- HEXA in automatic and manual variants, compact SUV – NEXON and the personalized editions of the new passenger vehicles from Tata Motors. The new hatchback has been showcased publicly for the first time at the Auto Expo 2016. While it carries the 'ZICA' label for the duration of the event, the new name will be announced after a few weeks, ensuring all necessary consumer/ branding and regulatory aspects are addressed, and the launch will take place thereafter.

Tata Motors has partnered with Jayem Automotives for developing performance & special vehicles. The partnership will bring alive the next level of personalization with performance enhancement kits as well as design modifications. At the Auto Expo, the first product from this partnership, a sporty hatchback, is on display.

According to Mr. Mayank Pareek, President Passenger Vehicle Business Unit, Tata Motors- *"We are focused on bringing to our consumers the most exciting and dynamic, youthful, high-performance vehicles that should be segment-defining in style and features. The new range of Tata Motors vehicles showcased here at the Auto Expo will offer our customer a more robust choice and at the same time, redefine our passenger vehicles for the modern customer looking for stylish technology in the cars of their choice."*

These products form the front-line in the company's transformation journey. With the theme, Tata Motors Smart Hub 2016, which is derived from the synergy between 'Smart Technology' and 'Smart Products' along with an over-arching design philosophy- IMPACT, the Company is representing its new, youthful, energetic and bold character of passenger vehicles, this Auto Expo.

Taking customer experience to the next level, this Auto Expo, the Tata Motors Smart Hub has displayed the #madeofgreat pavilion which will host a special 'Fantastico Arena,' designed to provide a fun and exciting customer experience with various engaging activities. These include an interactive design experience of customizing the new stylish ZICA, and using a visualizer and interactive zones to know more about the new Revotron and Revotorq engines. There will be an immersive sound experience powered by the HARMAN™ infotainment system for visitors interested in car acoustics and a dynamic virtual driving experience of the ZICA. Besides the interactive zones, Tata Motors has lined-up a series of games for Lionel Messi fans to virtually engage with him at the Expo and win exclusive #madeofgreat merchandise.

The Tata Motors Smart Hub also has interactive product pods for personalized customer engagement. Once registered at the Tata Motors Smart Hub, all visitors will get a ZICA virtual drive gear with smart code which will enhance the engagement levels. In addition, visitors can also explore the entire hall through a virtual walkthrough of the Hub.

About the key showcases at Auto Expo 2016:

ZICA: Making its first public appearance is the cool new hatchback from Tata Motors. Empathizing with the hardships being caused by the recent virus outbreak across many countries, Tata Motors, as a socially responsible company, has decided to re-brand the car.

The new car is backed by Tata Motors' "Made of Great" campaign, with the motto, "What drives us from within is what makes us great". Tata Motors is committed to doing what is right for its customers; the car, which has been designed for young people, has already received enthusiastic reviews from informed commentators, and the company is determined to place it in the market addressing all relevant needs of the target audience.

HEXA: On the sports utility vehicles (SUV) front, production ready HEXA, a path-breaking offering in the lifestyle SUV segment. First showcased as a concept at the Geneva Motor Show in 2015, it comes with a bold design and sharp cosmetic features reflecting the newly defined design language - IMPACT.

NEXON: The NEXON on the other hand is a bold, elegant and sporty compact SUV which comes with dynamic, new generation best-in-class diesel and petrol engines.

KITE 5: Showcased for the first time globally, Kite 5 is another brand new product from Tata Motors. This highly anticipated sub-four metre sedan, is set to add to the Company's revolutionary passenger vehicle portfolio. Embodying its new IMPACT design language and with best-in-class driving pleasure and the advanced ConnectNext system, the car promises to stir up the segment in India.

A treat for the speed enthusiasts will be the Sporty hatchback, developed by Tata Motors and Jayem Automotive. This performance version, represents an attitude of winning and staying ahead. This attitude is embedded in the car's aspects of design and driving dynamics. This performance hatchback with stylized body kit comes equipped with the 1.2T Revotron engine, enhanced to 110 PS power and 170 Nm torque, delivering 0 to 100 km/h within 12 seconds.

Besides these, the passenger vehicle hub also includes a unique Personalization Studio where visitors can create their own 'Personalized' designs with the help of the design team from Tata Motors. In this studio, the Company has displayed the accessorized versions of the ZICA, the ZEST and the HEXA with their stylish body kits and cosmetic changes. This zone flaunts a host of stylish car accessories and sporty kits to enhance the appeal of existing products. For special attraction, a personalized Safari Storme is on display outside hall 14, for the Auto Expo 2016 visitors.

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About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

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