



## BACKGROUND INFORMATION

### **Tata Motors showcases the breadth of its technology capability with a range of passenger and commercial vehicles at the Auto Expo 2012**

**New Delhi, January 5, 2012:** Tata Motors has displayed a wide range new generation passenger and commercial vehicles and concepts at the New Delhi Auto Expo 2012. The company unveiled the Tata Safari Storme, the Tata Ultra 714 and 1017 LCV and ICV and the Tata LPT 3723 5-axle rigid truck today.

The new-generation **Tata Safari Storme** makes a bold statement with its refined exteriors. The vehicle exteriors have been stylised with new front grill, side cladding, new projector headlamps and all new rear fenders. The bonnet now boasts a 'power bulge' which gives the *Storme* a sportier look. The aerodynamically designed spoilers, new pull-type door handles and ergonomically designed side foot-steps ensure easy ingress and egress. The tailgate trim comes in an all-new guise with an ergonomically designed grab handle and the spare tyre is now located underneath the vehicle. The new chrome-tipped twin exhausts add to the sporty demeanour of the vehicle and the newly designed roof-rails add to the muscular look of the vehicle, with just that hint of its adventurous nature.

The luxurious and airy beige interiors, give the vehicle a spacious and opulent feel. There is ample leg space and headroom to accommodate the family and plenty of luggage space. The tilt-adjust (collapsible steering column), reclining front bucket seats with fore and aft adjustment position and lumbar support ensure fatigue free long drives. The integrated 12V-gadget charging points are available on first, second and third row seats. The new vehicle is designed keeping in mind the multiple storage requirements of customers. The vehicle is equipped with dual-AC with a separate integrated roof mounted blower for rear passengers. The leather wrapped steering wheel, an ergonomically shaped gear knob with chrome highlights, engaging wooden accents on the dashboard and door trims, a new instrument cluster, chrome-lined speaker grills and inside door handles, all go a long way in enhancing the interior's looks and making it feel luxurious.

Powered by a 2.2L, 16 Valve, DiCOR engine with a Variable Geometry Turbo, the Tata Safari *Storme* makes a potent 140ps of power and 320nm of torque. The engine is mated to a smooth-shifting 5-speed manual transmission (G-76 MarkII). For those adventure seekers who prefer to make their own road, the Tata Safari *Storme* has a generous 200mm of ground clearance and offers the convenience of electronic shift-on-the-fly (ESOF)- for those sticky off-road conditions. (*ESOF enables switching from 2WD to 4WD even while the vehicle is on the move.*)

The best-in-class turning circle radius of 5.4 metres, makes driving and manoeuvring in tight confines, much easier in the new Safari. The new rack & pinion steering system also offers excellent feel and accuracy, making for a more engaging and confident driving experience. Reverse parking system with audible and graphical representation on the IRVM (antiglare), electrically operated power fold ORVM with turn signal enhance the driving experience.



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The Tata Safari *Storme* comes with host of safety features. The rigid ladder frame construction with hydro-formed long members has improved the structural strength of the vehicle. Crumple zone absorbs the impact of frontal collision and keeps the passenger cabin safe. Side intrusion beams on all four doors protect passengers from a side impact and the collapsible steering column reduces the severity of the impact transmitted to the cabin, especially to the driver. Dual SRS Airbags, will keep customers safe in the unfortunate event of a head-on collision.

The new Tata Safari *Storme* comes with disc brakes on all four wheels and has 4 channel ABS with EBD, which helps in keeping the vehicle under control, during emergency braking conditions. In addition, the vehicle has been designed with advanced safety features like the Inertia Switch and an auto engine immobiliser. In an event of a crash, the Inertia Switch automatically cuts off the fuel supply to the engine and unlocks all the doors and also switches on the hazard warning light to warn other road users.

All in all, the new Tata Safari *Storme* is an epitome of space, style and performance. The Tata Safari *Storme* range will be launched in the next financial year.

The **Tata Ultra range of LCV and ICV trucks** powered by an all new advanced DICOR 3 & 5 litre, 16 valve engine with higher aggregate life, longer service intervals and low NVH levels, delivers an efficient and smooth ride. Radial tyres, parabolic leaf springs and tuned shock absorbers add to the comfort of the driver and ensure safe transit of goods. High Strength Domex 650 Steel rolled chassis frame with high tensile strength and straight long member construction gives flexibility of multiple wheel base at multiple payload points.

The all new elegant sleek look, walk through steel cabin with a dash mounted cable shift gear, hydraulic cabin tilt mechanism ensures the driver feels at home. Ergonomically designed mechanically suspended seats with integral head rest, tiltable, telescopic and collapsible power steering gives him the best of driving experience and stress free long rides. The Tata Ultra sports a new generation instrument cluster which displays live and trip fuel mileage, and offers clutch and brake wear indicators, seat and door ajar warnings, water in fuel indicator, neutral position, economy assistance, single key operation and host of other delights. Disc brakes for the first time in this category ensure effective braking at high speeds and loads. New stylized clear lens head lamps and LED tail lamps make the vehicle ideal for all-weather night driving.

The Tata Ultra range offers future ready LCV & ICV trucks, ranging from 5 tonne to 14 tonne GVW. Thus, making them business assets that will give the customers a competitive edge always.

On display are the Tata Ultra 714 LCV truck and Tata Ultra1017 ICV truck.



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**Tata Ultra 714 truck:** Powered by a DICOR 3L engine, the Tata Ultra 714 truck delivers 138 HP and torque of 360 Nm. The truck comes loaded with features like a roof hatch, 12V utility socket, music system, digital clock, cab tilt lock indicator, low fuel level indicator lamp, brake lining wear indicator, air filter service electrical indicator, water in fuel indicator, door ajar lamp and leather finish dashboard.

**Tata Ultra 1017 truck:** The Tata Ultra 1017 truck comes with a DICOR 5L engine, delivers 168 HP and a torque of 590 Nm. The truck offers HVAC, cruise control, ABS, suspended driver seat, 12V utility socket, music system, power window, electrical mirror, centralised locking, Tachograph Telematics (GPS), digital clock, cab tilt lock indicator, low fuel level indicator lamp, brake lining wear indicator, door ajar indicator, air filter service electrical indicator, water in fuel indicator, alloy wheels, low washer fluid indicator and leather finish dashboard.

The **Tata LPT 3723** is the first 5 axle rigid truck in the country and will be the next big game changer in the Indian commercial vehicle industry. This truck can carry 4 tonnes more than the existing 31 tonne MAV segment. As a result, it is all set to radically change the economics of transportation in multiple segments by reducing the cost per Tonne-Km of transportation. The increased payload will make this vehicle ideal for the movement of goods like cement and steel coils. This will translate into better returns for transporters and could potentially drive down the transportation costs of core goods such as steel and cement.

Powered by the Cummins 6BT 5.9L engine, with a maximum power of 154 kW at 2500 rpm, this 10X4 rigid truck has twin steerable front axles, a twin drive axle and a tag-lift axle at the rear. This is the only truck in the industry today to have this technology which helps transporters reduce tyre and fuel costs. This is also the first rigid truck in India with a 9 speed gearbox. With a GVW of 37 Tonnes, this vehicle has an increased payload of 25 tonnes. The Tata LPT 3723 comes with 10R20 – 16 PR (Rims 7.50X20.00) tyres and a minimum turning circle diameter of 21.9m making it easily manoeuvrable as compared to tractor trailers.

The Tata LPT 3723 has a new-look cabin with stylized headlamps, new bumper, air deflectors at the sides and other features which lend it a refreshing external appearance. The cabin interior features include a HVAC system, music system, mobile charger, a restyled dashboard with provision for a Telematics unit, fully electronic instrument cluster, a smaller ergonomic 470 mm diameter soft touch steering wheel and improved interior trims as compared to conventional cabins. Designed to take drivers to the next level of ride quality and comfort, these features will play a major role in helping drivers increase the distance covered every day.



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### **Other passenger vehicles on display:**

**Tata Nano Concept:** Demonstrating the Nano's adaptability to customer desired look and driving experience is a prototype, the Damson Purple Nano LX on display. It comes with a host of features like new exhaust chrome tip, chrome strip on the hood and on the tail gate, and a modified rear bumper, on the exteriors. The interiors have also been refined with 360 mm steering wheel, new doorpads, stylised front and rear seats with seat tray, parcel shelf with speakers and glove box for driver and co-driver, new hazard warning switch on centre fascia. The car comes with an engine start-stop system that significantly reduces fuel consumption and CO2 emissions in traffic conditions.

**Tata Nano CNG Concept:** The CNG powered Tata Nano showcases Tata Motors' capability to develop all kinds of vehicles for CNG applications. World class CNG kit components have been used for the robust and reliable Tata Nano. The sequential gas injection system has been thoroughly calibrated with the EMS system for smart switching between CNG and gasoline fuel systems. The car comes with software with safety strategies like automatic cut-off CNG supply even in the case of diminutive leakages and automatic fuel quality checks. The car has a rich-looking console with new window winding switch positions and ergonomically well designed gear-shifting mechanism. The CNG fuel system has been intelligently packaged in order to not disturb the existing luggage space. The Tata Nano CNG comes with a touring range of more than 150 km in addition to the existing touring range (375 km) of the Nano 2012, improved emissions with low CO2, best-in-class fuel economy, resulting in low running cost.

**Tata Pixel Concept:** Showcased at the 81<sup>st</sup> Geneva Motor Show in March 2011, the Tata Pixel, a new city car concept for Europe with 'Zero Turn' drive and an innovative diamond-shaped door system, is on display at the Auto Expo 2012. Based on the Tata Nano, the Pixel – at just over three metres in length – is the most package-efficient 4-seater in the world, comfortably accommodating four adults, unlike a typical city car which is either a two-seater or can accommodate two adults and two children only.

The Tata Pixel's ability to manoeuvre and park in the tightest of spaces is made possible by its Zero Turn toroidal traction-drive Infinitely Variable Transmission (IVT). This highly efficient, cost-effective system assists rotation of the outer rear wheel forwards and the inner rear wheel backwards during low-speed manoeuvres, while the front wheels turn at acute angles. The result is a turning circle radius of just 2.6 metres. The 'scissor' doors rotate upwards from the front to allow all four passengers to effortlessly enter or exit the Tata Pixel, even in the tightest of spaces, while the doors' large glass area provides excellent visibility. A forward sweeping roofline, with minimal front and rear overhangs, accentuates the youthful styling, while the window graphic features an interchangeable island that can be used to change the exterior appearance whenever desired.



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The Tata Pixel also introduces 'My Tata Connect' -- the first integrated human-machine interface (HMI) concept from Tata Motors for its new generation programmes. 'My Tata Connect' enables seamless integration of the user's smartphone or tablet with the vehicle's infotainment system and also allows controlling key functions of the car. This provides a customised, user friendly, all-in-one touch screen display, while also allowing the driver to remain seamlessly connected to the external world. In addition to serving as the infotainment display when docked in the instrument panel, the tablet also allows temperature, ventilation and air-conditioning settings to be adjusted through its touch screen, as well as displaying information on the vehicle's performance.

A 1.2 litre three-cylinder turbocharged diesel engine, positioned at the rear of the Tata Pixel, gives lively performance.

The engine is a low-friction design, featuring variable coolant and oil pump and rapid warm-up technologies. With optimised aerodynamic drag, low rolling-resistance tyres, stop-start technology, and intelligent battery charging, the Tata Pixel returns European combined cycle (NEDC) fuel economy of 3.4 l/100km and CO<sub>2</sub> emissions of just 89g/km.

**Tata Indica Vista Concept S2:** The Tata Indica Vista Concept S2 is the second and an advanced version of the Indica Vista Sport, showcased at the last Auto Expo, in 2010. The Indica Vista Concept S2 has a wider and wedge-like stance and the design features a central volume that is encased by two arrow-like flanks giving the car a sense of direction. This is further emphasised by the two-tone paint scheme - a matte metallic dark shadow and bright silver. The graphics also accentuate its wedge-like profile with the slashes and lines encasing triangular shapes giving it an edgy and razor-sharp persona. The subtle aluminium accents connote a sense of precision and performance that is machine-like, while the red accents give it a sporty flair. The headlamps feature a metallic brow on the top intended to give it a more purposeful demeanour. The lower grille is surrounded by a polished black lip and is flanked by signature LED daytime running lamps. The swoopy side sills add to the dynamism and makes the car look fast, even when standstill. At the rear, the spoiler and the subtly restyled bumper give the car a nice squat stance and the stylized LED tail lamp cluster make the rear end look racy.

On the inside, sporty race bucket seats clad in black leather show that the Vista Concept S2 is serious business. The smaller diameter sporty steering wheel and shifter scream performance. The black-themed interior is subtle but has the right elements to make it seriously sporty. The entire approach of the colour and trim treatment, both on the inside and outside, was to give it a race-bred version look.

With a turbo-charged 1.4L Tata petrol engine, the Indica Vista Concept S2 puts out a phenomenal 140ps @ 6000rpm and a healthy 188Nm of torque at 3500rpm. Mated to a 5-speed Fiat C510 manual gearbox with revised gear ratios, the S2 is certainly no slouch and it stops as fast as it goes, due to meaty disc brakes all around. This concept is an excellent handler - thanks to the quick & precise steering rack, the retuned and beefed up suspension and wide 205/40 R17 tyres shod on lightweight 17" alloy wheels.



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**Tata Indigo Manza Hybrid Concept:** The Tata Indigo Manza Hybrid Concept is a fusion of technology and luxury whilst having an extremely small carbon footprint thanks to its efficient hybrid architecture. Powered by a Hybrid 1.05 Litre DiCOR engine and potent electric motors, the Indigo Manza Hybrid is an efficient yet powerful sedan with a focus on drivability and very usable performance in the real world, due to its nature of being both a *Series* and a *Parallel* Hybrid. The vehicle is designed to deliver excellent performance with less than 90gms/km CO<sub>2</sub> emission in city traffic conditions with technologies like high speed cranking, regenerative braking, auto start/stop, series hybrid mode and limited range pure electric operation. On the highway, the vehicle delivers best-in-class acceleration performance in the parallel hybrid mode.

The Indigo Manza Hybrid Concept also has a completely redesigned front and rear which is extremely modern, sporty and yet sophisticated. The bi-xenon and LED headlamp cluster gives the Indigo Manza Hybrid Concept an extremely bold face and the LED tail lights add to the extremely modern and dynamic design of the car. The proximity-touch operated door locks on the car are not only intuitive to use, but also give one a sense of being welcomed into this revolutionary vehicle. The car also features 17" wheels with 205/45 R17 tyres with optimized friction reduction for better roll, thereby increasing efficiency. Apart from regenerative braking, the Indigo Manza Hybrid Concept also recharges its high-capacity Lithium Ion battery pack with the roof mounted solar panel. The car comes equipped with ABS and Airbags as standard, and to make driving in inclement weather safer, the Hybrid Concept has a special hydrophobic nano-coating on the windscreen, which assists the conventional windscreen wipers & HVAC demister system, to keep the windscreen clean and reduce the wiper operations.

The refreshed interiors with new centre console and 6-way powered leather front seats, matched door trims, bring in a luxurious element to the Manza. The car is equipped with an electric parking brake, auto transmission, electric-assist power steering and a next-generation infotainment system with 7-inch touch screen with haptic feedback. This new infotainment package features an intuitive controller on the all-new centre console which helps browse through the navigation, HVAC, audio and hybrid information screens and make adjustments as required in an easy and intuitive fashion. The new steering wheel in the Indigo Manza Hybrid Concept also features controls for the audio/phone system.

In all, the Tata Indigo Manza Hybrid Concept is a true technological tour-de-force which not only keeps its occupants comfortable with its luxurious interiors, but also keeps the impact it has on our environment to a minimum, making it a car that truly does care.

**Tata Indigo Manza Nova Concept:** In the new *Spanish Tan* colour, the Indigo Manza Nova redefines luxury and opulence in the segment. It is an amalgamation of technology and finesse. The new sophisticated and stylish alloy wheels add to the elegance of the exterior.

The interiors of the Indigo Manza Nova are sumptuous and inviting. The quilted genuine leather seats cosset and pamper you and the Plum and Black interior scheme makes for an elegant and plush ambiance.



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The chrome highlights on the gear knob, parking lever, instrument console and HVAC controls add to the luxury quotient of the Indigo Manza Nova's interior. It comes with a new feature-rich 2 DIN head unit with improved speakers for that crisp and clear sound, to make the most of the new sound-staging virtual surround effects in the new music system.

The car is equipped with a new 'parking assist rear view camera' with the display provided in the inside rear-view mirror (IRVM) with a distance grid, to make it easier to reverse into a tight parking spot. In addition, the 'parking assist buzzer' provides an audible warning whilst parking in reverse so that you're always able to easily judge distance from an object or another car in a parking slot, with both audio and visual parking aids. To add to driver comfort during night-time driving, the new electro-chromatic IRVM has an auto-dimming feature to reduce headlamp glare from vehicles in your rear-view. The Indigo Manza Nova also comes with a perimeter security system with an anti-theft alarm. The Indigo Manza Nova - truly feature packed car with unmatched luxury making it the most desirable choice in its segment.

**Tata Aria- AT Concept:** Tata Aria invites you to experience its royal interior and vibrant exteriors this Auto Expo. The color play between Sandstone Beige and Rosewood Red is accentuated by a wood finish dashboard center finisher. Captain seats in the rear make the Tata Aria a delightful chauffeur driven experience. The fine quality leather upholstery with signature elements and elegant stitch pattern indulge the passengers in unparalleled luxury and comfort. This theme is echoed by the air vents and door handle decorative strips. Etched patterns on bin covers and the scuff plates add to the sense of celebration. Gold and silver finish inner door handles and roof bin buttons provide a touch of warmth and exclusivity to the luxurious interiors. The new generation steering wheel with modern styling and excellent ergonomics, features integrated controls for infotainment system and cruise control. Harman branded acoustics in the vehicle provide an enriched audio experience when you travel in the Tata Aria. The finely tuned 10-speaker and amplifier combo creates the feel of a concert hall – you enjoy each and every note of music in high definition.

The exterior façade of the Tata Aria has undergone an evolution of sorts multiplying the rugged and functional character with style. The all-new roof rail blends with the elegant swept back profile of the Tata Aria. It extenuates the sporty nature of the vehicle, while providing the option to carry extra luggage. The rear spoiler embodies the dynamic outlook of the Aria. Now step out in style onto the red carpet with the integrated foot steps. The smoked bezel headlamps and the clear lens tail lamps embellish the exteriors.

The Tata Aria offers a 6-speed Automatic Transmission to enhance the driving experience. It features Tiptronic gear selection with sport, economy and cruise driving modes. Torque converter multiplies the low end torque which allows you to drive effortlessly in bumper to bumper traffic at crawling speeds of 6-8 kmph. Driving in city traffic will be very smooth and exciting now.



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**Tata Sumo Gold:** The Tata Sumo Gold has been conceived and designed keeping in mind the needs of the young customer, looking for a stylish, new-age vehicle that is powerful and takes on any terrain with ease. Powered by the all-new CR4 Turbo engine, the vehicle delivers an output of 85Ps @ 3000rpm and a torque of 250Nm @ 1000 to 2000rpm.

The Tata Sumo Gold has an imposing poise, broad stable stance and a visual blitzkrieg of stylish body graphics. A new headlight design works in tandem with a prominent tail lamp cluster, high power forward and rear fog lamps, to light up the path. A renewed front grill, wide rear with a clean back and a spare wheel below the cabin add not only to its dominant presence but also to its functionality. Large 15' / 16' wheels with wide 215 mm / 185 mm radial tyres and a high ground clearance of 190 mm completes the Tata Sumo Gold's aggressive looks.

The Tata Sumo Gold is as refined on the inside as it is muscular on the outside. A leather wrapped steering wheel, with hydraulic power assistance, puts the driver in absolute control. A stylish centre silver console and a dashboard are thoughtfully located so that reaching out for them is almost instinctive. Flush fabrics add a touch of sophistication, to the spacious interiors, as excellent head, leg and shoulder space makes room for all passengers.

**Tata Xenon Concept:** The Tata Xenon (Cross Terrain), the lifestyle 4-door, 5-seater pick-up combines stylish on-road presence with an even more accentuated exterior design. The new front grill, edgy wheel-arch flares endow it with a stronger masculinity and a sense of ruggedness, complementing the character of the vehicle. The two front and four topspot lamps depict the off-roading DNA of the Xenon.

The interiors now sport an Ebony Black new dashboard with feel of roomy passenger space. Double Din music system, leather wrapped steering wheel, reclining front bucket seats with fore/aft adjustment position and lumbar support, integrated gadget charging points, SRS Airbags for driver and passenger make the comfortable interiors, accommodating five passengers in two rows, even more enjoyable. In addition, it has an automated manual transmission, reduced turning radius, electrically operated ORVM with turn signal and electrical shift-on-the-fly mechanism. Front crumple zone on chassis frame, side intrusion beams on 4 doors and the collapsible steering column provide all-round protection. ABS with EBD, in the Transponder based 2.2 L 16 Valve DOHC VTT DiCOR engine, enhance the off-roading capability of the vehicle.



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### **Other commercial vehicles on display:**

**Prima 7548.S - Concept:** The Tata Prima LPS 7548.S prime mover on display is a concept for road trains and super-linked trailers. These trucks come with an articulated vehicle configuration, already in use internationally. The road train trailers have more than one trailer towed by the same prime mover. This configuration provides much higher payloads in a single vehicle while conforming to axle load limits. With Cummins ISX 14.9L engine, 18-speed gearbox and twin-disc heavy duty clutch, this prime mover is capable of easily towing up to 50 tonnes of payload. A fleet owner will now require lesser number of vehicles and drivers, for any given project. The truck is ideal for carrying containers, steel coils, cement bags and coal transportation.

With the Tata Prima LPS 7548.S, Tata Motors now has products suitable for this application in international markets. While in India, regulations permit tractor trailers only upto a maximum GCW of 49 tons, a concept like the road train could create a big revolution in terms of improvement in transport efficiencies.

**Tata Prima 3138.K AT:** The Tata Prima 3138.K is a 4-axle, 31-tonne GVW tipper with Allison automatic transmission. The 8X4 tipper is powered by Cummins ISLe (CRDi) engine, which has maximum power of 370HP. The product features include new generation brakes, ABS and hub reduction axle, specially designed for off-road applications with robust Metalsa chassis frame, heavy duty suspension that can overcome any terrain with its high gradeability. The tipper comes with a robust frame, dual reduction axles and a 19 cum half pipe rock body for better payload and faster tipping time.

The tipper has spacious air-conditioned non-sleeper cabin that includes pneumatic suspended driver seat and adjustable steering wheels for enhanced driver comfort. The driving comfort enables the driver to operate for long hours, thereby offering faster turnaround time. The Tata Prima 3138.K tipper is ideal for carrying overburden in coal, iron, limestone and other applications involved in heavy mining industry as well as similar off-road applications.

**Tata Starbus - Fuel Cell (Hydrogen) Concept:** To address energy security and environment concerns, the government and the auto industry are trying to find alternate modes for transportation. Tata Motors has always been at the forefront to innovate more environment-friendly and efficient products for public transportation. Tata Motors started its innovation with CNG products, and moved on to series and parallel CNG-electric hybrid buses. At the Auto Expo 2012 the company has showcased yet another creation -- the Tata Starbus - Fuel Cell (Hydrogen) bus.

The Tata Starbus - Fuel Cell is a zero emission transport solution for commuting within the city. This environment-friendly bus is ideal for stop and go applications, and is built on rear module low entry platform, equipped with a ramp facility, pneumatic door operations, and climate control features.



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The fuel cell technology makes this bus completely clean and silent bus on-road. Hydrogen is stored in compressed form, which combines with oxygen from the air to generate electricity, and gives water vapour as the only emission. This electricity is used to charge the battery to power the motor of the bus. A number of fuel cells are combined to form a fuel cell stack, which is placed in the rear module of the bus. This mechanism involves a fuel cell with gross peak power of 114 HP, coupled with a motor with the peak power output of 250 HP from 600 rpm to 2100 rpm and torque of 1050 Nm at 800 rpm. The maximum speed of the bus is 70 kmph and gradability is 17%, which is very suitable for city application.

The bus comes with hydraulic power steering, pneumatic suspension and full air dual circuit SCAM brakes with ABS, and radial tubeless tyres. The instrument cluster and cabin controls are of world class design. Quick and effortless acceleration make the driving experience less tiresome for the driver.

Tata Starbus - Fuel Cell has the potential to revolutionise public transportation in India. The efficiency in a fuel cell bus is about 40-60% which is almost 3 times than that of conventional buses. This leads to more than 50% reduction in fuel costs per Km. Since hydrogen is a domestically produced fuel, there will be no dependency on foreign policies and expensive fuels. Fast refueling will also reduce the downtime of the bus.

Thus, the Tata Starbus - Fuel Cell provides a convenient, quiet, completely relaxed and smooth ride.

**Tata Paradiso - G7 - Multi Axle Coach:** Paradiso - G7 is an internationally acclaimed bus body design concept from Marcopolo S.A., Brazil. The aerodynamic body design expertise of Marcopolo and technological capabilities of Tata Motors have been combined to develop the Tata Paradiso - G7. It is a 14 metre multi axle coach with 21 tonne Gross Vehicle Weight, packed with luxurious features, meant for long distance inter-city travel.

Built on LPO 2138 rear engine multi axle platform with a 370 HP and 1550 Nm torque Cummins ISLe engine, the Tata Paradiso is ideal for long distance travel. It has a ZF 6-speed gearbox with in-built interarder, Electronically Controlled Air suspension (ECAS), large clutch diameter of 430 mm and a large fuel tank capacity of 500L, which can be further extended to 600 L (optional). Tata Paradiso - G7 has a maximum speed of 120 kmph, good gradability of 34%, best-in-class maneuverability and superior fuel efficiency. It comes with world class axles with pneumatic disc brakes and electronic braking system (EBS).

The Tata Paradiso - G7 has been developed to provide an extremely luxurious and comfortable travel experience. The bus comes loaded with features like the full glass partitioned wall, with wider opening, for better comfort & accessibility, separate deluxe and luxury seating areas, luxurious couch in the rear section, with liquid heater and refrigerator, electrical rear view mirrors with demister and blinker. The interiors have been accentuated by ergonomically designed wide recliner seats and individual AC louvers for an ultra comfortable journey, while LED lights offer optimum illumination.



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The Tata Paradiso – G7 offers host of optional features like sleeping and semi-sleeping seats, on-board refrigerator, HVAC with demister, entertainment system, mobile charging points, and internal camera with recorder, reversing camera, destination board and GPS. Individual ear-phones and speakers with volume control for every passenger and 4 LCD screens offer superior quality entertainment. Large luggage compartment with easy access enhance the travel experience in the Tata Paradiso.

**Tata Magic IRIS CNG:** The Tata Magic IRIS CNG is a stylish, environment friendly and comfortable public transport vehicle. It comes equipped with a powerful 611 cc, water-cooled CNG engine generating power of 12.8 HP and 37 Nm torque and mated with a technically advanced transmission system comprising 5 speed gear box. Tata Magic IRIS CNG delivers superior performance with higher power, pickup, mileage and gradeability. The strong and reliable aggregates ensure lower maintenance costs and longer life in all demanding city driving conditions.

This assures the operator of faster travel, more trips and higher earnings. Its lower NVH and adherence to stringent BSIV norms make it a comfortable last mile public transport vehicle and an environmentally ideal choice for Indian cities.

Its high touring range due to bigger gas cylinder coupled with high mileage makes it a more profitable vehicle for operators. It adheres to Tata Motor's special CNG safety standards such as Single Point Gas Injection, Swagelok Joint, Solenoid Valve on ITVR (integrated tank valve & regulator) and comes with stainless steel pipes instead of mild steel pipes, special air venting system arrangement to prevent rusting and gas leakages. The tamper proof ECU electronically limits maximum speed of vehicles as per local city requirements.

The car-like class defining features of the stylish Tata Magic IRIS CNG include all steel fully covered body with hard top, double steel sheet doors, 12" radial tires, ergonomically designed seats with seat belts, digital instrument panel, stylish dashboard mounted gear shift lever, steering wheel, big windshield, side mirrors and glass windows. It is a safe and comfortable vehicle to ride in all weather and road conditions. It comes with flexible seating options suited to meet different needs across states. With its superior features that offer style, comfort, safety and profitability to its owners, Tata Magic IRIS CNG is a best in class vehicle that is all set to revolutionize the way people commute in our cities and become an icon for the last mile public transport vehicle.

**Tata Venture Ambulance:** The Tata Venture Ambulance, on display, is powered by a 1.4 Litre turbo diesel engine, delivering 70 HP, with best-in-class fuel efficiency. It is available in both AC and Non-AC versions. With a minimum turning radius of 4.5 metre, the vehicle offers better maneuverability and zips through in emergency conditions. The monocoque body keeps the NVH (noise, vibration, and harshness) levels low. Front independent suspension, anti-roll bars with hydraulic shock absorbers and radial tyres together ensure a bump-free ride for maximum care, comfort and safety of the patient.



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The Tata Venture ambulance comes with features like HVAC, 6 feet long collapsible stretcher, 12 V plug for ECG/medical equipment connection, anti-skid flooring, tubular siren, back cabin tube light, provision for oxygen cylinder, first aid box and washable seats & stretcher.

The Tata Venture Ambulance will be available across Tata Motors dealerships in the first quarter of FY 12-13.

**Tata Ace Refresh:** Launched in 2005, the Tata Ace was the first commercial vehicle brand to sell 5 lakh units and has till date sold over 7 lakh units. It is the largest selling commercial vehicle brand in the country today.

The Tata Ace is now being introduced in its new avatar which is stylish and offers many comfort features. The Tata Ace Refresh has new stylish headlamps, a new wide grill, body coloured bumpers, ergonomically designed steering, comfortable fabric seats, new aesthetic dashboard and wide ORV Ms. To further increase the comfort for the driver, there is a music system and mobile charging point. The Tata Ace Refresh will be available in the HT, EX and CNG variants.

**Tata Super Ace - LHD:** Tata Motors has displayed the Tata Super Ace - Euro V LHD (Left Hand Drive) version with enhanced safety features, suited to the developed markets. A 1.4L DICOR (Direct Injection Common Rail) engine, coupled with a 5-speed fully synchromesh gearbox is used to power & propel this global variant of the Tata Super Ace. It delivers a peak power of 70 HP @ 4000 rpm and a peak flat torque of 140 NM @ 1400 -2750 rpm. With a full 1 tonne loading capacity, the Tata Super Ace gives its customers the required tool to keep pace with their growing business & delivery needs. The contemporary and distinctive exterior styling and the all steel shell makes an artful combination of style & strength. The interiors have been designed keeping passengers' comfort and convenience in mind. Features such as HVAC (Heating Ventilation & air-conditioning), power windows, power steering, immobilizer, front & rear fog lamps, laminated windscreen, tinted glasses and external power socket enhance driving comfort & convenience. A sliding and reclining driver seat and a tiltable and telescopic steering column will provide convenience and comfort to drivers.

Tata Super Ace comes with safety features such as ABS & airbags to provide maximum safety to the driver and co-passenger. It also meets very stringent crash norms. From hot deserts of Thar to the cold deserts of Gobi & Siberia, the vehicle will come up trumps anywhere with its operating temperature range of -40 to +55 degree C. With best-in-class fuel efficiency, the Tata Super ACE offers better savings and better earnings making it the ideal choice for any business.

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