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## **Tata Motors unveils 3 new vehicles at Auto Expo 2012**

- **Tata Safari Storme, the new generation Safari**
- **Tata Ultra, the new LCV & ICV range**
- **Tata LPT 3723, India's first 5-axle rigid truck**

**Also demonstrates alternate fuel technology capability concepts:**

- **Tata Nano CNG**
- **Tata Indigo Manza diesel-electric hybrid**
- **Tata Starbus Fuel Cell (hydrogen)**

**New Delhi, January 5, 2012:** Tata Motors today unveiled at the New Delhi Auto Expo 2012 the Tata Safari Storme, the new generation Safari SUV, the Tata Ultra, the company's new LCV & ICV range, and the Tata LPT 3723, India's first 5-axle rigid truck. They will be commercially launched in the next financial year.

The company also showcased its alternate fuel technology capability by displaying four concepts – the Tata Nano CNG, the Tata Indigo Manza diesel-electric hybrid car, the Tata Starbus Fuel Cell (hydrogen) and the Tata Magic Iris CNG. The Tata Motors portfolio already includes a full electric vehicle, the Tata Indica Vista Electric Vehicle, and CNG-electric hybrid buses.

Speaking on the occasion, Mr. P.M. Telang, Managing Director – India Operations, said, "With the Safari Storme, the iconic Safari becomes a contemporary SUV suited to the desires of today's SUV lovers. The Ultra range and the LPT 3723 will create new segments and generate higher incomes for their owners. As importantly, we are displaying our progress with alternate fuel technologies towards a more comprehensive portfolio for the future."

The new generation **Tata Safari Storme** is an epitome of style and performance, true to its 4WD pedigree, with a host of technologies and new exteriors and interiors. In the front are a new grill, new projector headlamps and a 'power bulge' on the bonnet. New chrome-tipped twin exhausts, the tailgate in an all-new guise and aerodynamic spoilers distinguish the rear, with the spare tyre placed under the vehicle. Freshly designed roof-rails, ergonomical side footsteps and cladding mark the side view, completing a sportier and muscular look with a hint of the Safari Storme's adventurous character.

Luxurious beige seats matched with a leather-wrapped steering wheel, chrome highlighted gear knob, wood-accented dashboard and door trims, a new instrument cluster, chrome-lined speaker grills and inside door handles endow the interiors with opulence. The front seats with fore and aft adjustment and lumbar support make long drives a cruise, while the dual AC with separate integrated roof-mounted blower keeps the entire cabin ambient.

The force of the Safari Storme is in its 2.2L 16-valve common rail (DiCOR) engine (140 PS power; 320 Nm torque) with a variable geometry turbo, mated with a 5-speed manual transmission. Electronic shift-on-the-fly (ESOF) enables shifting from 2WD to 4WD even on the move. Best-in-class turning circle radius of 5.4 metres, 200 mm ground clearance, electrically operated ORVMs and a reverse parking system makes driving convenient on any terrain. For safety, there are 4-channel ABS with EBD, disc brakes on all wheels, a new rack-and-pinion

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steering system, rigid ladder frame construction with hydro-formed long members, crumple zones, side intrusion beams on all doors, collapsible steering column, dual SRS airbags, inertia switch and an auto engine immobiliser.

The **Tata Ultra LCV & ICV** range will comprise a series of variants from 5 to 14 tonnes. The range will be powered by new generation 3L (138 HP) and 5L (168 HP) common rail (DiCOR) 16-valve engines, offering higher aggregate life, longer service intervals and low NVH.

The sleek and elegant walk-through steel cabin, a dash-mounted cable shift gear and hydraulic cabin tilt mechanism make the driver at home. Ergonomically designed mechanically suspended seats with integral headrest, power steering, which is tiltable, telescopic and collapsible, and clear-lens headlamps will make long drives stress-free in all weather conditions. The instrument cluster -- showing live and trip mileage, clutch and brake wear indicator, seat and door ajar warning, water-in-fuel indicator, economy assistance -- permits continuous vehicle monitoring in drive.

The Ultra's high strength Domex 650 steel rolled chassis frame with high tensile strength and straight long member construction allows the platform the flexibility of multiple wheel bases at multiple payload points. Radial tyres, parabolic leaf springs, tuned shock absorbers and, for the first time in the category, disc brakes ensure safe transit of goods.

The **Tata LPT 3723** is India's first 5-axle rigid truck. With a payload of 25 tonnes (ideal for cement and steel movement), it will radically change transportation economics by reducing the cost/tonne-km.

It is powered by a Cummins 6BT 5.9L engine (154 kW power at 2500 rpm) and mated with a 9-speed gearbox, the first in a rigid truck in India. Twin steerable front axles, a twin-drive axle and a tag-lift axle, the only truck to have such a technology, reduces tyre and fuel costs. The turning circle diameter of 21.9 metres makes it more manoeuvrable than a tractor-trailer. The air-conditioned cabin, ergonomic dashboard and instrument cluster and stylish interior trims give drivers the comfort to cover longer distances at a stretch.

The **Tata Starbus Fuel Cell Concept** is another path-breaking Tata Motors initiative on alternate fuels. It has been developed with support from the Government of India's Department of Scientific and Industrial Research under the Technology Development & Demonstration Programme.

In fuel cell technology, hydrogen is stored in compressed form. It combines with oxygen to generate electricity which in turn charges a battery to power the vehicle's motor, emitting only water vapour. 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 with motor speed from 600 rpm to 2100 rpm and torque of 1050 Nm at 800 rpm. The maximum speed of the bus is 70 kmph and gradeability is 17%, which is very suitable for city application.

The **Tata Paradiso G7 Multi-axle Coach**, jointly developed by Tata Motors and Tata Marcopolo Motors Limited on the Tata LPO2138 rear engine platform with world class aggregates and Marcopolo's internationally acclaimed body design, will set a new benchmark in India's luxury inter-city travel segment with an experience hitherto not seen in the country. The bus comes loaded with features like separate deluxe and luxury seating areas. The interiors have been

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accentuated by ergonomically designed wide recliner seats and individual AC louvres, while LED lights offer optimum illumination. Optional features include sleeping and semi-sleeping seats, on-board refrigerator, HVAC with demister, mobile charging points. Individual ear-phones and speakers with volume control for every passenger and 4 LCD screens offer superior quality entertainment.

Tata Motors' displays also include, in passenger vehicles, a Tata Nano concept, the Tata Pixel concept, the Tata Indica Vista Concept S2, the Tata Manza Nova concept, the Tata Aria – AT concept, the Tata Sumo Gold and the Tata Xenon concept. Other commercial vehicles displayed are the Tata Prima 7548.S - Concept, the Tata Prima 3138.K AT, the Tata Venture Ambulance, the Tata Ace Refresh and the Tata Super Ace (Left Hand Drive).

#### **About Tata Motors**

Tata Motors is India's largest automobile company, with consolidated revenues of Rs.1,23,133 crores (\$ 27 billion) in 2010-11. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, Spain and South Africa. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also distributes Fiat cars in India, and has an industrial joint venture with Fiat in India. With over 6.5 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top three in passenger vehicles. It is also the world's fourth largest truck manufacturer and the third largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia and South America. ([www.tatamotors.com](http://www.tatamotors.com))

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