

Tata Motors wins TU Automotive Detroit Award for Best Telematics Product

Mumbai, June 10, 2015: Tata Motors', has been honoured with the '**Best Telematics Product or Launch in the Emerging market**' award for its Telematics solution, based on the popular Android platform developed for the Tata Magic Iris Electric. The TU Automotive Detroit – Telematics Autonomy mobility award is a prestigious award given every year to companies for outstanding products or services in an emerging market for vehicle connectivity. Tata Motors entry was adjudged best amongst the top global offerings by reputed organizations.

TU-Automotive Detroit (formerly Telematics Detroit) is the world's largest conference and exhibition dedicated to the evolution of automotive technology & innovation for connected cars, auto-mobility and autonomous use-cases. The final award ceremony was held on 02 June 2015, in Detroit, USA.

The awarded Telematics solution has been developed for Tata MAGIC IRIS Electric, a zero emission last mile small commercial passenger vehicle that runs on Lithium Ion battery modules of 110 Ah @ 48V. The vehicle can run up to 100 kilometers with two battery modules which takes a maximum of eight hours to charge, through an on-board charger. Additionally, the Magic IRIS electric comes with a 120 watt solar panel on the roof for supplementary charging. The key features of TATA MOTORS telematics offering are:

- Trip planner and Navigation – an algorithm to calculate the manageability of the trip based on the battery charge
- Duress SMS – one touch SMS feature for Ambulance, Police and Vehicle Owner
- Service SMS – one touch SMS for service reminders and break down management
- Mobile alert for charging – sends an alert message once the battery is fully charged
- A simple and full-proof intuitive GUI experience

Showcased at the Auto Expo 2014, Tata MAGIC IRIS Electric is a green and eco-friendly small commercial vehicle from the company aimed at last mile passenger connectivity. The Tata MAGIC IRIS Electric can accommodate four passengers in comfort, with robust low maintenance aggregates, safe operation and high savings and profits, owing to very low running costs.

The vehicle has previously won the “**Environment technology of the year 2014**” that honoured excellence in green automotive technology and spirit of innovation. It also won second place at the prestigious “**Mahesh Modi Environmental Excellence Award**” in January 2015.

Speaking on the award win, Dr. Ajit K Jindal, Head Engineering Commercial Vehicles – ERC, Tata Motors, *“As leaders in the Indian commercial vehicle space, we at Tata Motors have spearheaded ‘change’ in the Indian transportation industry for many years, and are today leading the shift towards Electric and Hybrid drivetrain for various platform. Going forward, we also wish to harness the power and potential of advanced Telematics and Fleet Management services, across our widest range of commercial vehicles, like the Magic Iris Electric. We are pleased to have been recognised with this award, a testament of our hard work and efforts towards transforming the way commercial vehicles are managed in India.”*

In 2014, Tata Motors announced its partnership with Microlise of the UK, one of Europe's leading Telematics and Fleet Management solutions providers, to bring advanced global Fleet Telematics solutions to the Indian market, through the Tata FleetMan platform. Tata Motors launched the Tata FleetMan Telematics and Fleet Management services brand in India three years ago, in response to growing market needs for better fleet control and utilisation. The Tata FleetMan service is currently installed as a standard fitment in Tata Motors range of medium and heavy commercial vehicles.

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Similarly, Tata Motors also launched recently launched the Tata SKOOLMAN Telematics solutions for its school bus range.

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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