

Tata Motors launches the new limited edition Nexon KRAZ

-Celebrates the 1 lakh sales milestone of Nexon-

Mumbai, September 9, 2019: Tata Motors today, announced the launch of an all-new limited edition Nexon KRAZ (pronounced as craze, /kreiz/), to celebrate the 1 lakh sales milestone of the Nexon brand. This is the second limited edition of Nexon, which comes after the resounding success of the earlier KRAZ edition, launched last year. In this new avatar, the Nexon KRAZ gets brilliant Tangerine color highlights on both exteriors and interiors. The exciting color combination of the new KRAZ is surely going to attract the young, modern and enthusiastic customers of today. The new limited edition will be offered in two versions – the KRAZ (Manual) and KRAZ+ (AMT), available at a **Rs. 7.57 lakh** and **Rs.8.17 lakh**, ex-showroom Delhi, respectively.

With sporty-looking exteriors and spunky interiors, the new Nexon KRAZ comes with 10 styling highlights that will set the pulse racing:

Exterior	Interior
All-new TROMSO Black body with Sonic-silver roof color.	Tangerine accents on seat fabric
Tangerine-colored Outside Mirrors	Contrast tangerine colored seat-stitching
Tangerine Grill inserts	Piano black dashboard with tangerine colored air – vent surrounds
Tangerine Wheel accents	Piano black door and console finishers
KRAZ badging on Tailgate	Piano black steering accents

Commenting on the introduction of the latest edition of the Nexon KRAZ, Mr. Vivek Srivatsa, Head Marketing, Passenger Vehicles Business Unit, Tata Motors said, “We have always been very proud of the Nexon and since its inception, it has been appreciated by customers and the media alike. We are delighted to have rolled out more than 100,000 Nexons, as it continues to excite customers and retains its status as one of the most appealing cars on Indian roads. Last year, the limited edition Nexon KRAZ became one of our most desirable products, and this year, we are delighted to announce its return with a sportier and trendier second edition. We are confident that the new KRAZ will attract a lot of young customers during the festive season this year.”

The Nexon KRAZ comes powered with 110PS Turbocharged engines – 1.5L Revotorq (diesel engine) and 1.2L Revotron (petrol engine) mated with a 6-speed Manual/AMT transmission. It is equipped with Multi-Drive modes, delivering a versatile driving performance ranging from efficient cruising on highways in Eco mode, to managing traffic in the City mode to providing an adrenalin pump in the Sport mode. With best in class ground clearance of 209mm, the car also offers world-class safety along with absolute comfort and entertainment. Additionally, the limited edition Nexon comes equipped with a 4-speaker infotainment by Harman, Bluetooth and steering mounted controls, reverse parking sensors, a multi-utility glovebox and a central console for organized storage.

Tata Nexon is the only car in India to have a 5-star safety rating by Global NCAP and is thereby India's Safest Car.

For more details, please visit:

<https://nexon.tatamotors.com/>.

<https://www.youtube.com/watch?v=vU17wS6fo7w&feature=youtu.be>.

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About Tata Motors

Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 44 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 110 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 134 subsidiaries, associate companies and joint ventures, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.