

Tata Motors launches the #Dark Edition of its flagship SUV – the Tata Harrier for the upcoming festive season

Mumbai, August 30, 2019: To kickstart the celebrations in the upcoming festive season across the country, Tata Motors today announced the launch of the #Dark Edition of its flagship SUV – the Tata Harrier. This edition comes soon after Tata Motors announced the launch of dual tone variants of the Harrier to celebrate 10,000 customers of the company's flagship product.

The #Dark edition of the Harrier will offer a total of 14 design enhancements to make it a perfect blend of design flourish and premiumness. The New Atlas Black colour is complemented with R17 Blackstone Alloys and other changes in the exterior to make it a head turner. The interiors are completely refreshed to offer an all new Blackstone theme- with the Premium Benecke Kaliko Blackstone Leather upholstery, Blackstone Matrix dashboard and a new Gunmetal Grey chrome pack which further accentuates the interiors.

The #Dark edition, in the new stunning Atlas Black colour packaged with striking black exteriors and interiors, further accentuates Harrier's powerful stance while maintaining the natural elegance of a premium SUV. The Harrier #Dark Edition, fully loaded XZ variant, will be priced at Rs.16.76 Lakh onwards, ex-showroom Delhi.

Commenting on the launch of this limited edition, Mr. Vivek Srivatsa, Head Marketing, Passenger Vehicles Business Unit, Tata Motors said, *"In line with our endeavour to take the style quotient of the Harrier even higher, we wanted to offer a product that would make heads turn. The colour Black has always been desired amongst car buyers across the SUV segment. To meet these aspirations and to mark the onset of the festive season, we have launched the Harrier #Dark Edition today in a completely new avatar with a compelling package of striking exteriors and inviting interiors with 14 design enhancements. We are confident our customers will appreciate the Harrier in this look as much as they have appreciated the Harrier since its launch."*

The Harrier, which is built on the OMEGARC and derived from Land Rover's legendary D8 platform, is the perfect combination of stunning design and excellent performance. Powered by the cutting-edge Kryotec 2.0 Diesel engine and Advanced Terrain Response Modes, Harrier assures an exhilarating performance on the toughest of terrains. The Harrier range starts from Rs.12.99 Lakh onwards, ex-showroom Delhi.

To know more, one can visit the nearest Tata Motors showroom or the website <https://harrier.tatamotors.com>.

About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, 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

for immediate use

PRESS NOTE

design and R&D centers located in India, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit (www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

Media Contact Information

Tata Motors Corporate Communications E-mail: indiacorpcomm@tatamotors.com

Tel: +91 22-66657613 www.tatamotors.com