

### TATA PRIMA 4040.S

#### Key Highlights:

- Powered by 400 HP BSIV Cummins ISLe 8.9 Ltr BS IV, coupled with a 16 Speed ZF gear box offering more gear spread for better gradeability and improved fuel efficiency
- World-class aggregates offer the best-in-class reliability and lowest maintenance
- Comes with a touch screen Infotainment System with remote keyless entry, day time running lamp (DRL), alloy Wheel Rims and mill metric tires for better fuel efficiency.
- Long Haulage Articulated Tractor from Prima Platform for carriage of voluminous/white goods
- Key safety features such as Lane Departure Warning System (LDWS) and Autonomous Emergency Braking System (AEBS)

Since its launch in 2008, the PRIMA range of trucks and tractors from Tata Motors have set benchmarks in trucking, with its performance, cab design and driver comfort. Taking the legacy of trendsetting design and technology forward, Tata Motors showcased the PRIMA 4040.S tractor at the Auto Expo 2016.

A Long Haul articulated tractor, the PRIMA 4040.S is focused on catering to the requirements of customers looking for usage of high capacity trailers to carry long haul voluminous/white goods. Coupled with a 16-speed ZF gear box the PRIMA 4040.S offers more gear spread for better gradeability and improved fuel efficiency. Powered by a world-class 400 HP Cummins ISLe 8.9 litre BS IV compliant engine and aggregates, and offering best-in-class reliability and lowest maintenance cost makes PRIMA 4040.S an ideal business partner.

Lane Departure Warning System (LDWS) to alert the driver in case the vehicle deviates from lane markings and Autonomous Emergency Braking System (AEBS) to prevent accidental collisions are some of the key safety features of the TATA PRIMA 4040.S.

Height adjustment through a remote control unit, makes coupling and decoupling of a trailer very easy. Low fifth wheel height ensures usage of high capacity trailers for voluminous and delicate goods. Electronically Controlled Air Suspensions (ECAS) ensures better ride quality, enhanced handling & control, and higher speeds, leading to lower turnaround time.

Fitted with additional features such as a touchscreen infotainment system, remote keyless entry, Daylight Time Running Lamps (DRL), Alloy Wheel Rims, Mill Metric tyres for better fuel efficiency, California mirrors for a wider and clearer view, along with a rust-free aluminum fuel tank, makes the Prima 4040.S a fully-loaded reliable vehicle.

All these together make the Prima 4040 a great asset and among the most efficient solutions for optimum business profitability.

#### About the Tata PRIMA range from Tata Motors

Setting new benchmarks in styling and features, the next-generation Tata PRIMA range is a combination of power, world-class performance, fuel efficiency, superior technology and safety, from Tata Motors. Built with technical inputs from across the world – the Tata PRIMA range of commercial vehicles is based on an Italian cab design, engine technology from the USA and Europe, gearbox expertise from Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line, hence is also referred to as the 'World truck' by Tata Motors.

Equipped with strong aggregates and a robust chassis frame and suspension, the Tata PRIMA range meets the highest operating standards under extreme conditions. Having been extensively tested to

## BACKGROUND INFORMATION

confirm with global standards, the next-generation range of Tata PRIMA commercial vehicles boasts outstanding material and build quality, comfort, driving dynamics and economy, and continues to offer advantages of a Tata Motors commercial vehicles lowest total cost of ownership.

Besides the mechanics of the vehicle, the new generation cabin of the Tata PRIMA offers completely new stylized interiors with a focus on driver comfort. The PRIMA cabin is attractive smartly separating the drivers working and living area. It is air-conditioned and can be easily accessed, with ample amount of occupant space. The PRIMA has reclining seats with arm rests, an adjustable steering system for best possible driver control, a music system and a GPS system as standard.

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