

# ALTROZ DRIVE

*Experience The Gold Standard*

## ALTROZ – THE GOLD STANDARD OF HATCHBACKS

The Altroz is the first vehicle from Tata Motors to be made on the new ALFA architecture and the second vehicle to be developed under the Impact 2.0 design language. The Altroz promises to redefine the category of premium hatchbacks and set the **GOLD Standard** in Safety, Design, Driving Dynamics, Technology and Customer Delight.

Key highlights of Altroz are as follows:

**Futuristic IMPACT 2.0 Design:** Impact 2.0 is the new design language of Tata Motors, which immediately grabs attention and creates a long lasting impact.

**Exterior:** ALTROZ will set the heads turning with its futuristic exteriors inspired from the world of Laser Carving. Its athletic stance, sporty silhouette and sharp LASER cut lines characterize the ALTROZ as a futuristic, ultra-modern, edgy and agile car.

- Sharp grille design seamlessly integrated with slim projector headlamps lending a sleek futuristic visor front look
- Uniquely designed sharp front fog lamps and LED DRL, seamlessly integrated with the bumper captures attention immediately
- Premium designed piano black ORVMs with chrome accents adds to elite character of Altroz
- Unique LASER-cut creases across the body panels adds to overall appeal of the car and lend an edgy & modern attitude
- 16" LASER cut Alloys, LASER-carved body and edgy bumpers provide an athletic and sporty stance to ALTROZ, for a commanding road presence
- Signature large DLO (Diamond-shaped Day Light Opening) adds brightness to the interiors & offers better view of the surroundings
- Signature design element "Shooting Comet Line" at the sides along with the window line gives ALTROZ a dynamic look even when the vehicle is stationary
- Sleek & Stylish C-pillar Mounted Rear Door Handles gives refined & sporty look
- ALTROZ sports black Contrast Roof which gives it a sporty attitude and adds to its sleek profile
- Tastefully integrated Piano black accents at the rear lend a very premium, elegant and refined look to the ALTROZ

**Interior:** Tastefully crafted premium, intelligent, modern and spacious interiors to provide utmost comfortable experience on the go.

- Floating Island Dashboard Layout with classic satin finish amp up the premium quotient
- Serene Blue Ambient light-surround on the dash really sets up the mood while driving at night
- Leather Wrapped Steering Wheel & Gear Lever
- Flat floor on rear side allows 3 occupants to sit comfortably on rear seat
- 7" touch screen infotainment system by Harman, simply provides the best sound experience and connectivity.
- 7" TFT coloured digital instrument cluster provides vital car related information on the go conveniently and also display turn by turn navigation. Cluster functions can be controlled through steering mounted buttons.
- 24 utility spaces which provides ample space to carry your essentials while travelling.
- Enhanced haptics and finest quality materials give a feeling of premium environment from the future

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**ALFA ARCHITECTURE:** With lightweight, modular and flexible characteristics, the architecture has the ability to evolve into a range of modern, youthful and agile vehicles within a short development cycle. It comes with a radical new approach to design, allowing manufacturing of multiple body styles from hatches to UVs, making it highly scalable. Developed with advanced high strength steel with critical reinforcements and intelligent use of latest technology, the architecture offers an energy absorbing body structure, which provides a controlled crash load path for the impact, and prevents the passenger cabin from deformation with crumple zone and side intrusion beam.

Flexible solutions in the architecture also make it capable to adapt to different wheel sizes, different track widths and multiple powertrains including gasoline, diesel or full electric to fulfil the always-evolving aspirations of customers in the automotive world. Additionally, the use of advanced materials makes the architecture is lightweight & agile.

## **Thrilling Performance**

Experience an exhilarating performance of ALTROZ with powerful engines, fine-tuned suspension and comprehensive control to negotiate varying road conditions with confidence & ease.

- 1.2 L Revotron petrol **BS6** engine : 86 PS @ 6000 RPM/ 113Nm @ 3300 RPM
- 1.5 L Revotorq turbocharged diesel **BS6** engine : 90 PS @ 4000 RPM/ 200Nm @ 1250 - 3000 RPM
- Class-leading power and torque for the most punchy and sporty drive experience.
- Large engine capacity ensures that you never run out of power.
- Seamlessly mated to 5-Speed Manual Transmission
- Mass Balancer Unit for Low NVH lends a refined drive experience
- All-aluminum lightweight construction.
- Maintenance-free timing chain drive
- Low friction and maintenance free valve train
- Multi Drive Modes: City/ Eco
- Cruise Control
- Independent MacPherson dual path suspension system specially tuned for Indian conditions
- Steering tuned for excellent driving dynamics

## **Evermore Infotainment**

Experience simply the best sound experience and connectivity with class-leading infotainment system by Harman.

- 7" Floating Dash-top Touchscreen Infotainment System by HARMAN™
- Smartphone connectivity (Android Auto / Apple CarPlay) over USB
- Best-in-class acoustic experience tuned by HARMAN™
- Media, phone and navigation mirroring between Infotainment and Instrument Cluster
- Video playback & image viewing when car is stationary
- Voice recognition, SMS read-out & voice alerts for driver assistance
- USB/ Bluetooth/ iPad connectivity
- Steering mounted infotainment control
- Customizable infotainment screens

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## **Comfort and Convenience**

Loaded with plethora of comfort & convenience features, the Altroz makes sure that your every drive is pleasurable.

- Idle Stop Start function (ISS)
- Cruise Control
- 90 degree Opening Doors (All 4)
- Flat Rear Floor
- Multi Drive Modes - Eco and City
- Rain sensing wipers
- Auto headlamps
- Stylish wearable key for passive entry
- Follow Me Home & Find Me function
- Engine Push Button Start Stop with smart key
- Fully Automatic Climate Control
- Rear AC vent with Rear Power Outlet
- Front sliding armrest with storage
- Rear seat armrest
- 15 liter Cooled Glove Box with illumination

## **Absolute Safety**

Equipped with a comprehensive safety system, Altroz keeps occupants safe and sound on each drive

- ALFA Architecture
- Energy Absorbing Body Structure
- Dual Airbags
- ABS with EBD
- Reverse parking camera with dynamic guideways
- Height adjustable front seatbelt with Crash Locking Tongue, Retractable Pretensioner Load limiter
- ISOFIX Child Seat Tether Anchorage
- Corner Stability Control
- Immobiliser
- Voice Alerts/ Warnings
- Smart Rear Wiper & Washer
- Rear Fog Lamp
- Driver & Co-Driver Seatbelt Reminder
- Anti-Glare IRVM
- Perimetric Alarm System
- Child safety lock on rear door
- Collapsible Steering Column

Customers can keep themselves updated about the 'ALTROZ' on the dedicated social media pages – Instagram: [@TataAltrozOfficial](#), Facebook page: [@TataMotorsGroup](#) and Twitter: [@TataMotors](#)