

Tata Motors launches new avatars of Safari and Harrier

Safest Vehicles on Indian Roads: New Safari and Harrier achieve the highest 5-star GNCAP rating

Introductory starting price of ₹ 16.19 Lakh (for the new Safari) and ₹ 15.49 Lakh (for the new Harrier)

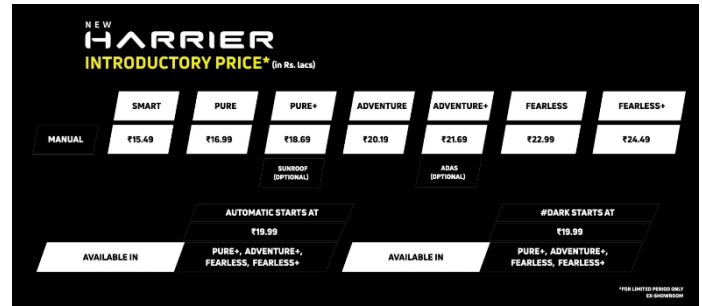
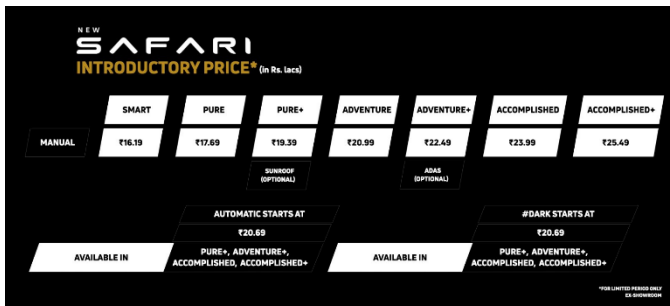
Mumbai, October 17, 2023: Tata Motors, India's leading automotive manufacturer, today announced the launch of the new avatars of its iconic, flagship SUV Safari and its trendsetting, premium SUV Harrier. With significant design changes and addition of several futuristic technologies, both the new Safari and Harrier substantially enhance the overall experience to set new standards for the industry. Certified with the prestigious GNCAP 5-star rating, the new Safari and Harrier come with the unique distinction of securing the highest score by an Indian car for adult occupant protection (**33.05/34**) and child occupant protection (**45.00/49**), making them the safest vehicles to run on Indian roads.

Built on the OMEGARC architecture, derived from Land Rover's renowned D8 Platform, these powerful and stylish SUVs are available from an introductory starting price of ₹ 16.19 Lakh (for the new Safari) and ₹ 15.49 Lakh (for the new Harrier). They are being offered in four distinct personas, portraying the discerning preference and multifaceted lifestyle of today's SUV customers.

Launching the new Safari and the new Harrier, Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility said, "The new Safari and Harrier herald a new era in safety, excellence, and experience. Their modern design, exceptional build, imposing stance, smart technologies and ahead of segment features have raised the industry benchmarks for style, drivability and being best-in-class. Each SUV is now an extension of its owner's persona and a perfect unison of design, technology and performance. With their 5-star GNCAP rating and highest scores by an Indian vehicle to date, our SUVs are the safest spaces on Indian roads."

Highlights of the new Safari and Harrier

- ✓ 7 airbags with 6 as standard across personas
- ✓ 31.24 cm Harman Touchscreen Infotainment system
- ✓ 26.03 cm configurable Instrument Cluster with Navigation Display
- ✓ 10 speaker JBL music system with Advanced Harman AudioworX with 13 bespoke acoustic modes (first in the world)
- ✓ ADAS with 12 Features
- ✓ Gesture Controlled Power Tailgate (first in segment)
- ✓ Voice support with 250+ commands in 6 languages with 4 independent voice assistants (first in segment)
- ✓ Ventilated first and second row seats



"Since introducing India to the SUV revolution in 1998, the Safari, our flagship SUV, has built an iconic legacy of always leading from the front. Safari is now more than an SUV, it's a lifestyle. We have therefore made the new Safari more safe, smart, assertive, plush and technologically advanced. It's time to 'Reclaim Your Life' with the new Safari." - Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility

Click on <https://cars.tatamotors.com/suv/safari> for more information on the new Safari

"The Harrier since its launch in 2019 is a proud trendsetter and the new Harrier takes this attribute several notches higher. A perfect blend of design, technology and strength, it mirrors the warrior lifestyle of discerning young achievers. With its unique sportiness, dominant character, digital cockpit and contemporary interiors, the new Harrier is a true masterpiece enriching its classy pedigree." - Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility

Click on <https://cars.tatamotors.com/suv/harrier> for more information on the new Harrier

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