



Over 20 lakh Tata Ace vehicles sold: Customers buy one every three minutes

Tata Motors has announced the launch of its new 'Teen ka Tyohaar' campaign to celebrate the success of its most popular small commercial vehicle, Tata Ace. The company has sold over 20 lakh Tata Ace vehicles till date, with one small commercial vehicle (SCV) from the Ace family being sold in every three minutes. Celebrating this achievement, the company has announced three lucrative offers for its SCV buyers.

On every Tata Motors SCV vehicle bought during the current festive season, the buyer would receive a free gold coin, personal insurance with a cover of Rs. 10 lakhs, and an attractive monthly consumer scheme, depending on which region the vehicle is bought in. This offer is valid until November 30 across the entire SCV range of commercial vehicles, including the newly-launched Tata Ace Gold.

Commenting on the campaign, Mr. R.T. Wasan, Head - Sales & Marketing, Tata Motors, said: "Since its launch in 2005, Tata Ace has not only pioneered the SCV segment in India but also has helped thousands of entrepreneurs fulfill their business aspirations in the transport and logistics industry. With the Tata Ace hitting this astounding benchmark of one vehicle being sold every three minutes, we decided to celebrate this feat by introducing a series of offers for new customers. The buzz around this campaign has already led to a substantial increase in footfall across showrooms. We look forward to a boost in sales of all Tata SCVs owing to the beginning of the festive season as well as the attractive incentives offered by Tata Motors on every SCV purchased in these two months."



Mr. R.T. Wasan, Head - Sales & Marketing, Tata Motors

Tata Motors has launched a marketing campaign across print, radio and digital during the festive period to tap potential buyers. It continues to keep its promise of delivering best-in-class product and service experiences.

The Ace range of small commercial vehicles which offers superior safety and optimum performance in varied conditions is comfortable and easy to maintain. The range is customizable for varied business needs, right from catering to e-commerce delivery to upholding the Swachh Bharat vision for a cleaner India. ♦

