

## **Tata Motors drives in the all-new Tiago NRG**

- *Excites the passenger vehicle market with its Urban Toughroader* -

**Mumbai, August 4, 2021:** Holding true to its 'New Forever' brand promise, Tata Motors today launched the all-new Tiago NRG. Adding yet another exciting product to its wide range of portfolio, this vehicle has been carefully crafted for those who live differently. Positioned as the 'Urban Toughroader', the Tiago NRG is not only enhanced aesthetically with an SUV inspired design giving it a muscular look but is also tuned further with a higher ground clearance to give a tough road performance for the go getters. With 4 star safety rating by GNCAP, this vehicle will be launched in 4 attractive colours – Foresta Green, Fire Red, Snow White, Cloudy Grey, and will be available in showrooms from today at a starting price of INR. 6.57 lakhs, ex-showroom Delhi.

**Commenting on NRG's distinctive design and capabilities, Mr. Rajan Amba, Vice-President, Sales, Marketing & Customer Care, PVBU, Tata Motors said,** *"We are excited to bring to you this awesome version of our much-loved hatchback, the Tata Tiago. Truly energetic just like its name, the NRG fits well with the growing trend of bringing to market more SUV like vehicles. It is not only strong on the exterior but is feature-loaded & stylish in the interior, and is an absolute pleasure to drive with enhanced abilities to take over rough terrains. Crowning the Tiago range, the NRG will continue to help us increase our brand presence. We are confident that our customers will appreciate the new Tiago NRG as much as its predecessor."*

### **Features to look out for in the Tiago NRG:**



For more details, please refer to adjoining specification sheet or visit our website at <https://cars.tatamotors.com/cars/tiago>.

Stay Home, Stay Safe. Ends

**About Tata Motors**

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

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

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