

The 'Gold Standard' in Automatics is here - Tata ALTROZ DCA launched at INR 8.1 lakhs

-A Dual Clutch Automatic gearbox with world class technology designed for India-

Mumbai, March 21, 2022: Keeping the New Forever brand promise, Tata Motors, India's leading automotive brand, today launched the much-awaited ALTROZ Dual Clutch Automatic (DCA) at an attractive starting price of **INR 8.1 lakhs**. ALTROZ DCA is an advanced dual clutch transmission that is designed especially for Indian consumers. The ALTROZ DCA is an innovative technology with 45 patents and is world's first DCT with planetary gear system. The DCA version of India's premium and safest hatchback is equipped with several segment-first features such as **Wet clutch with active cooling technology, Machine learning, Shift by wire technology, Self-healing mechanism, and Auto park lock**. The ALTROZ DCA will be mated with the 1.2L Revotron petrol engine and will be available in the top four variants – XM+, XT, XZ, and XZ+.

The unique features in ALTROZ DCA are inspired from the diverse driving conditions in India that promise to set Gold Standards in Automatics by offering a seamless drive experience to customers. The ALTROZ DCA gets a brand-new Opera Blue colour. In addition, the ALTROZ DCA will be a part of the #Dark range other than being available in the Downtown Red, Arcade Grey, Avenue White and Harbour Blue colour.

Commenting on the launch, Mr. Rajan Amba, Vice President, Sales, Marketing and Customer Care, Tata Motors Passenger Vehicles Ltd. said, *"We are elated to launch the much-awaited*

ALTROZ DCA, equipped with a world-class automatic transmission, designed for the Indian customers. Since the commencement of bookings for the ALTROZ DCA, we are witnessing an encouraging number of queries. The ALTROZ DCA with its segment-first features will certainly captivate the minds of prospective buyers and provide a seamless driving experience. With more than 1.25 lakh happy customers, the Tata ALTROZ has witnessed an overwhelming response from customers and has set certain benchmarks in the segment. The addition of the ALTROZ DCA will bolster our product portfolio, help us in expanding our market share and take our success story further to set a 'Gold Standard' in automatics."

Segment-first features in the ALTROZ DCA

Models	Start Price (in INR, Ex-showroom Delhi)
ALTROZ XM+ DCA	8,09,900
ALTROZ XT DCA	8,59,900
ALTROZ XT #Dark DCA	9,05,900
ALTROZ XZ DCA	9,09,900
ALTROZ XZ(O) DCA	9,21,900
ALTROZ XZ+ DCA	9,59,900
ALTROZ XZ+ #Dark DCA	9,89,900

WET CLUTCH WITH ACTIVE COOLING TECHNOLOGY
ALTRUZ DCA comes with wet clutch technology that is best suited for hot weather conditions, and stop and go traffic. The active cooling feature monitors the oil temperature @100 times/sec and takes corrective actions on the slightest of variations from the ideal condition. This feature ensures a comfortable drive experience.

MACHINE LEARNING
India's diverse road conditions and driving patterns were kept in mind while introducing the Machine learning technology in the ALTRUZ DCA. This compares the performance of the car with the ideal parameters and adjusts the transmission as per the driving conditions. This technology minimizes the jerks/shocks to give a smooth driving experience.

SHIFT BY WIRE TECHNOLOGY
The ALTRUZ DCA is equipped with shift by wire technology, which is fully electronic without the use of any shifter cables. The time between the gear shifts is as low as 250 milliseconds/shift. This ensures the gear changes are quick, peppy, and unnoticeable.

SELF-HEALING MECHANISM
Certain roads in India are dust-laden, which puts additional risk to the performance of an automatic transmission. Apart from standard filtration, the ALTRUZ DCA has a self-healing mechanism that clears out dust. This technology performs automatic maintenance thus extending life of the transmission.

AUTO PARK LOCK
The ALTRUZ is India's safest hatchback, and the Auto Park lock feature will further enhance its safety in the ALTRUZ DCA. The Auto Park lock feature automatically engages the park mode in case the driver forgets and comes out of the car. The Auto Park Lock detects absence of driver (no seatbelt, no pedal active, door open, and engine on) and automatically engages the park mode thus mitigating the risk of unwanted movement.

The ALTRUZ DCA sports many premium features such as premium leatherette seats, auto headlamps, 7" touchscreen by Harman, 7" TFT digital cluster, rear ac vents, and iRA connected car technology among other features. Since its launch in January 2020, the ALTRUZ has witnessed an overwhelming response from customers who have appreciated its laser-cut design, best-in-class safety, and exhilarating performance.

To know more about offers and car buying options, call your nearest dealership or visit <https://cars.tatamotors.com/cars/altroz>.

Ends

About Tata Motors

Media Contact Information: Tata Motors Corporate Communications: +91 22-66657613 / indiacorpcomm@tatamotors.com