

The New Tata Prima Range of Trucks

Tata Motors launches a new range of its flagship Prima platform, with an 'all-new look' befitting its 'Premium Tough' philosophy which is equipped with country's first Collision Mitigation System. This all-new Prima range has been developed leveraging the latest design trends and combines excellent comfort, convenience, generous interior space with proper illumination and a new driver interface making the platform one of the most ergonomic and safe workhorse. This entire new range has been developed with valuable inputs from key stakeholders – drivers, fleet owners and customers. Offered in day & sleeper cabin, the Prima platform has multiple drivetrain options starting from 250HP and can be easily configured for a variety of applications and load nodes creating the right choice of options to enhance productivity and profits with lowest cost of operations.

USPs:

Exterior

- Aerodynamic design with new front fascia and aero corner
- Single piece bumper design
- Improved footstep design for better ingress and egress

Interior

- New Generation Trucking experience with premium interior aesthetics for superior in-cab driving experience
- Unique company-fitted sleeper arrangement - sufficient space within the cabin to relax
- Improved ride comfort with suspended driver seat & bench co driver seat.
- New generation dashboard with enhanced utility space - 2 lockable glovebox
- Easily accessible over the head storage space for personal belongings
- New ergonomic steering wheel design with steering mounted switches for better ride and handling
- Better cabin upkeep with easy to wash interior trims - enhancement in in-cabin hygiene and aroma
- Illumination as per convenience - easy to operate push type lamps

Feature Integration

Comfort & Convenience Features

- Suspended Driver Seats
- Easy navigation with phone mirroring with saved maps and flexibility for usage in remote locations as well
- Mobile pairing & compatible enabling attending calls, reading sms through, playing videos without holding phones

Safety Features

- Enhanced safety with reverse parking camera display
- Projector headlamps with DRL's (daytime running lights) with integrated cornering lamps.
- Enhanced day & night running illumination with best in class front head lamps
- LED Fog lamps introduction to cater extreme rainy and winter season, different terrain driving conditions.
- Safety Lamps – LED side repeater, door ajar & pudal lamps for enhanced safety.
- Engine Brakes for better braking performance and enhanced vehicle control
- Advanced infotainment system – 7" screen with touch screen, Bluetooth compatibility & AUX connect support
- **Hill Start Aid** - provides automatic roll brake functions enabling comfortable start uphill by preventing rolling back
- **Collision Mitigation System** - Mitigates a high-speed crash and increases safety – reduces accidents by alerts
- **Lane Departure Warning System** - Camera based warning system that helps keep the vehicle to stay in lane. Warns the driver with visual, audible or haptic signals avoiding accidents
- **Electronic Stability Control** - Automatically intervenes in situations where vehicle stability enters a critical zone, Improves directional stability and mitigates roll-over by reducing speed at too high lateral acceleration
- **Driver Monitoring system** alerts the driver in case the driver is feeling drowsy
- **Tyre pressure monitoring** system for better fuel efficiency, enhanced tyre life and drive safety

Fuel Economy Features

- **3 mode FE Switch** - optimizes the use of fuel delivering improved FE.
- **Gear Shift Advisor** - guides the driver to use proper gears and mode as per engine torque & vehicle speed requirement
- **Truck Unitized Bearing** - Enhanced Service life & Lower rolling friction leading to improved FE
- Fuel Efficiency Management program

Applications: Haulage, Distribution, POL, Mining Application, Mineral movement, Quarry Application, Irrigation and earthwork, Construction and Cement application