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**PRESS RELEASE**

**Tata Motors launches all-new Intra V70 pickup, Intra V20 Gold pickup and Ace HT+**

*Makes small commercial vehicles & pickups more efficient, functional, and productive with reduced ownership costs*

**Mumbai, 5<sup>th</sup> December 2023:** Tata Motors, India’s largest commercial vehicle manufacturer, announced the launch of the **all-new Intra V70, Intra V20 Gold** and **Ace HT+**, in line with its commitment to make first and last mile transportation more efficient. These new vehicles are engineered to carry higher payloads over longer distances with better economics. Offering best in class features, these vehicles can be used for a variety of applications, delivering higher profits and productivity, both in urban and rural India. Tata Motors also launched improved versions of its popular **Intra V50** and **Ace Diesel** vehicles, reengineered to lower fuel consumption with reduced cost of ownership. With these new launches, Tata Motors offers the widest range of small commercial vehicles and pickups, enabling customers to choose the most optimal vehicle for their requirement. Bookings for these vehicles are now open all Tata Motors CV dealerships, across the country.

Launching these vehicles, **Mr. Girish Wagh, Executive Director, Tata Motors**, said *"In addition to providing optimal solutions for a variety of applications, our small commercial vehicles and pickups are known to provide livelihoods and improve quality of life of our customers. The vehicles we are launching today have been developed basis specific inputs and demand from a large segment of actual users. They are engineered to optimise fuel efficiency and carry higher payloads over longer distances. Fuelled by rapid urbanisation, booming e-commerce, increase in consumption and rise of the hub-and-spoke model, the significance of efficient and effective last and first mile transportation in logistics management can't be emphasised enough. Hence, every vehicle is designed to provide a robust and reliable cargo transport solution along with the assurance of greater commercial benefits to individual customers as well as fleet owners, both proudly servicing the buoyant needs of India's growing economy."*

In addition to robust and reliable vehicles, Tata Motors customers also enjoy a range of benefits and complete peace of mind with the widest array of value-added services. Support from India’s largest service network, benefits of the new-age telematics system **Fleet Edge** for efficient fleet management, convenience of annual maintenance contracts, easy availability of spares for highest uptime and a comprehensive Sampoorna Seva 2.0 programme ensures a holistic and hassle-free vehicle ownership experience, reinforcing Tata Motor’s strong commitment to customer satisfaction.

The launch of these new vehicles is being amplified with a purposeful marketing campaign to expand customer outreach, increase top-of-the-mind awareness and brand recall. This impactful campaign leverages digital technologies, including social media and influencer engagement, along with rich presence in conventional marketing and advertising mediums.

**Tata Intra V70: Highest payload capacity and best-in-class efficiency**

The Intra new-gen pickup redefines the pickup landscape with enhanced drivability, highest payload capacity, large loading area, high ground clearance and powerful drivetrain. It is powered by the trusted 1.5-litre diesel engine, comes with Fleet Edge telematics system and the longest load body of 9.7 feet. Its cabin is designed to offer car-like comfort and fatigue-free driving experience.

**Key features – Intra V70**

- ✓ Highest rated payload: **1700kg**
- ✓ Powered by 1.5L diesel engine with **220Nm torque**
- ✓ Longest load body of **2960mm**

**Tata Intra V20 Gold bi-fuel: Unparalleled range of over 800km and enhanced payload capability of 1200kg**

India's first and only bi-fuel pickup, conceptualized for an anxiety-free commute, leverages the efficiency and profitability of CNG with all-terrain capability and comes with Fleet Edge telematics system for efficient fleet management. With enhanced payload capacity of 1,200kg and three CNG tanks for go-anywhere capability, it is designed to deliver uninterrupted operations and higher profits.

**Key features – Intra V20 Gold**

- ✓ Maximum range of over **800km**
- ✓ Highest rated payload capacity of **1200kg**
- ✓ Class leading load body length of **2690mm**

**Tata Ace HT+: Perfect choice for highest profit potential in its category**

India’s most successful commercial vehicle, with over 20 lakh customers, now comes with higher power and efficiency of a turbocharged diesel engine with a longer load body and increased payload capacity of 900kg. Its reliable aggregates offer lower maintenance costs and higher earnings. It represents a twofold advantage – the operating economics of Tata Ace with power and performance similar to pickups.

**Key features – Ace HT+**

- ✓ High payload capacity of **900kg**
- ✓ Reliable 800cc diesel engine with **35bhp power** and **85Nm torque**
- ✓ Longest deck length in segment

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Additionally, **Tata Intra V50** now offers customer friendly technology on emissions, providing low cost of ownership to customers. And the **Ace Diesel** is meticulously enhanced to seamlessly adapt to a diverse range of duty cycles, ensuring optimal performance and delivering peace of mind to the customers.

**About Tata Motors**

Part of the USD 128 billion Tata group, Tata Motors Limited (BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 42 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks, and buses, offering an extensive range of integrated, smart, and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and ranks among the top three in the passenger vehicles market.

Tata Motors strives to bring new products that captivate the imagination of GenNext customers, fueled by state-of-the-art design and R&D centres located in India, the UK, the US, Italy, and South Korea. By focusing on engineering and tech-enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused on developing pioneering technologies that are both sustainable and suited to the evolving market and customer aspirations. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by developing a tailored product strategy, leveraging the synergy between Group companies and playing an active role in liaising with the Government of India in developing the policy framework.

With operations in India, the UK, South Korea, Thailand, South Africa and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2023, Tata Motors' operations include 88 consolidated subsidiaries, two joint operations, three joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

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