

## TATA Curvv – India's first SUV Coupé

### ***#ShapedForYou***

Tata Motors is renowned for its profound understanding of the Indian consumer, a trait that enables the company to create products uniquely suited for India. With 2 million SUVs on the road, Tata Motors stands as India's leading SUV manufacturer continuously pushing the boundaries of innovation and technology to develop the best SUVs in the market. With the introduction of the Curvv, Tata Motors is now entering the industry's largest and fastest-growing mid-SUV segment, thereby completing its SUV offering and establishing a presence across all categories.

The Curvv is a perfect blend of Stunning Design that captivates, Practicality that empowers and Performance that exhilarates. Curvv is designed to cater to a distinct segment of the market which is looking for a more advanced and stylish option with premium features. The Curvv is more than just a vehicle; it is an extension of your success and an expression of your style. The Curvv is not just shaped by the latest trends but is ***#ShapedForYou***

### **About ATLAS Architecture:**

The Tata Curvv is built on the new ATLAS architecture, a revolutionary foundation that redefines SUV performance and versatility. This advanced architecture is designed to enhance every aspect of the Curvv, from its rugged SUV capabilities to its dynamic drive and handling, while also offering a range of powertrain options, ample space, and comprehensive safety features.

Additionally, the architecture's high stiffness and robust load path design provide superior protection, ensuring that safety is never compromised. Its modular nature also supports scalability, allowing for a variety of body styles, top hats, and powertrain configurations. This versatility supports the expanding line up of Tata Motors, allowing for future innovation and customization to meet evolving consumer demands.

The Curvv is offered on 4 distinct personas thoughtfully inspired by the unique preferences and lifestyles of its diverse audience. These personas allows each individual to choose a Curvv that truly resonates with their personal style and driving desires. The Curvv isn't just about driving—it's about experiencing a vehicle that feels uniquely yours.

*The 4 personas are: **Accomplished, Creative, Pure and Smart***

- **Accomplished** – Confidence reflects in your abilities and achievements. You have a track record of success and mastery by overcoming challenges.
- **Creative** - Your inner child is creative. Wide-eyed and inquisitive. The world is yours to explore. You drive your passion.
- **Pure** - You live in the moment. Enjoying the smallest of joys. You pride in being yourself. And lead a life of ultimate sophistication.
- **Smart** - Pragmatism is your thing. You believe in results. Smart work over hard work. You do what's wise and best for your future

## **Key Highlights:**

### **Shaped to Stun**

The Curvv combines the sporty, sleek lines typically associated with coupes with the robust, elevated stance of an SUV. This results in a vehicle that has the stylish, aerodynamic profile of a coupe but the rugged and commanding presence of an SUV. The sloping roofline gives it a more dynamic and sporty appearance while maintaining the higher ground clearance and larger wheel arches characteristic of SUVs. The Curvv is a perfect blend of Stunning Design that captivates, Practicality that empowers and Performance that exhilarates

### **Key Features:**

<i>Sporty Coupe design</i>	<i>LED front fog lamps with cornering</i>
<i>Best in class boot space of 500 L</i>	<i>Connected LED tail-lamp</i>
<i>18" Alloy wheels with aero inserts</i>	<i>Flush door handles with welcome light</i>
<i>Welcome and Goodbye signature function</i>	<i>Voice assisted panoramic sunroof with mood lighting</i>
<i>Sequential turn indicators</i>	<i>Multi-colour mood lighting</i>
<i>LED DRLs</i>	<i>4 spoke digital steering wheel with illuminated logo</i>
<i>Bi Function full LED Headlamps</i>	

### **Shaped for Absolute safety**

Tata Motors offers India's safest SUV lineup. The same safety DNA has laid the foundation for Curvv which offers active and passive safety features, delivering unparalleled peace of mind to its customers.

#### **CRASH AVOIDANCE**

- *ADAS L2 driving with 20 features including (both front and rear) Adaptive Cruise Control (with stop and go and overtake assist) and Over-Speed Alert - traffic sign recognition.*
- *Electronic Parking Brake, Hill Hold Control and Hill Descent Control*
- *360 Surround View system with blind view monitor (on infotainment and cluster)*
- *Front Parking sensors*

#### **IN CRASH PROTECTION**

- *Standard 6 Airbags*
- *Electronic Stability Program*
- *3 Point ELR Seatbelts for all passengers with Reminders and Occupant Detection*
- *Seat Belt Anchor Pre-tensioner for enhanced Occupant Safety*
- *Body structure is designed to have symmetric crash performance in frontal & side impacts*
- *Isofix tethers for child safety including rear center occupant*

#### **POST CRASH ASSISTANCE**

- *Emergency assistance at one's fingertips through*
- *Emergency - call (E-call)*
- *Breakdown – call (B-call)*

**ADAS Level 2 with 20 functionalities including:**

<i>Adaptive cruise control with stop and Go (ACC)</i>	<i>High Beam Assist (HBA)</i>
<i>Lane Departure Warning (LDW)</i>	<i>Traffic Sign Recognition (TSR)</i>
<i>Lane Keep Assist (LKA)</i>	<i>Over Speed Alert (OSA)</i>
<i>Lane change Alert (LCA)</i>	<i>Rear Cross Traffic Alert (RCTA)</i>
<i>Adaptive Steering Assist (ASA)</i>	<i>Rear Collision Warning (RCW)</i>
<i>Forward Collision Warning (FCW)</i>	<i>Blind Spot Detection (BSD)- Radar based</i>
<i>Autonomous Emergency Braking - Vehicle</i>	<i>Blind Spot View Monitor (BSM) - Camera based</i>
<i>Autonomous Emergency Braking - Pedestrian</i>	<i>360 ° 3D Surround View Camera System</i>
<i>Autonomous Emergency Braking - Cyclist</i>	<i>Door Open Alert on ORVM</i>
<i>Autonomous Emergency Braking - Junction</i>	<i>Driver Doze-off Alert</i>

**ESP with 26 functionalities, including:**

<i>Electronic Brake Force Distribution (EBD)</i>	<i>Hydraulic Fading Compensation (HFC)</i>
<i>Cornering Brake Control (CBC)</i>	<i>Roll Away Re-clamp (RAR)</i>
<i>Anti-lock Braking System (ABS)</i>	<i>Electronic Parking Brake (EPB)</i>
<i>Engine – Drag Torque Control (E-DTC)</i>	<i>Electronic Parking Brake (EPB) – Auto Apply / Release</i>
<i>Traction Control System (TCS)</i>	<i>Automatic Vehicle Hold (AVH)</i>
<i>Electronic Stability Program (ESP)</i>	<i>Autonomous Emergency Braking (AEB)</i>
<i>Hill Hold Control (HHC)</i>	<i>High Temperature Re-clamp (HTR)</i>
<i>Hill Descent Control (HDC)</i>	<i>Controlled Deceleration for Parking (CDP)</i>
<i>Roll Over Mitigation (ROM)</i>	<i>Panic Braking Alert (PBA)</i>
<i>Torque Vectoring by Braking (TVB)</i>	<i>After Impact Braking (AIB)</i>
<i>Hydraulic Brake Assist (HBA)</i>	<i>Adaptive cruise control with stop and Go (ACC)</i>
<i>Brake Disc Wiping (BDW)</i>	<i>Indirect Tyre Pressure Monitoring System (iTPMS)</i>
<i>Electronic Brake Prefill (EBP)</i>	<i>Automatic Warning Brake (AWB)</i>

**Shaped for Grandeur**

The Curv integrates top-of-the-line features those typically found in luxury segments enhancing its value proposition. Its meticulously designed cabin offers premium comfort and convenience, ensuring that every drive is both luxurious and effortlessly sophisticated.

**Key Features:**

<i>Gesture controlled Powered tailgate</i>	<i>Autofold ORVM</i>
<i>Fully Automatic Temperature Control</i>	<i>Rear AC Vents</i>
<i>Ventilated front seats</i>	<i>Cooled Glove Box</i>
<i>6 Way Powered driver seat</i>	<i>Xpress Cooling</i>
<i>Height adjustable co-driver seat</i>	<i>Cruise Control</i>
<i>60:40 Flip and fold Seats</i>	<i>Smart key with Push-button Start (PEPS)</i>
<i>Rear seat with reclining option</i>	<i>USB mobile charger – Type A &amp; Type C</i>
<i>One-shot Up and Down window (Driver side)</i>	<i>Rear Armrest with Cup-holder</i>
<i>Electrically adjustable ORVM</i>	<i>Grand Centre Console with Leatherette Armrest</i>
	<i>Steering mounted Control</i>

### Shaped for Innovative Technology

The Curvv redefines the driving experience with cutting-edge technology tailored for the modern commuter. Connected Vehicle technology through iRA 2.0, which features remote engine start/stop and a range of innovations designed to enhance every journey for the discerning Indian driver.

#### Key Features:

31.24 cm (12.3") Touchscreen infotainment by HARMAN™	Navigation Display on Instrument cluster
Multiple Voice Assistants (Native, Siri, Google Assistant)	Air Purifier with AQI Display
JBL sound system (9 speakers including subwoofer)	Electrochromatic IRVM with Auto Dimming
Wireless Android Auto and Apple Carplay	Wireless Smartphone Charger
JBL Sound Modes	iRA connected car technology
26.03 cm (10.25") Digital Instrument Cluster	Touch Based HVAC Controls

### Shaped for Performance

To cater to a wide range of customers, the Curvv offers multiple powertrain options. It is available with two petrol and one diesel engine choices. All three engines come with both a 6-speed manual and a 7-speed dual-clutch automatic transmission.

The Hyperion gasoline direct injection engine is a new addition from Tata Motors, designed to provide sporty and spirited drives, making it an exciting choice for car enthusiasts. The Hyperion engine is built on the principles of **Hyperformance** and **Hypertechnology**, delivering a **Hyperquiet** cabin experience. The key attributes are:

- **Hyperformance:** Achieved through gasoline direct injection and turbocharging delivering more power across a wider operating band with a best in class torque density.

Functions that elevate the Hyperformance are:

- **The Torque Rush**, to provide a boost of torque on demand!
- **Smart Shift Assist** (MT only), to ensure smooth gear shifting!
- **Advance Launch Assist** – a function to provide smooth take-off (launch / take-off), on slopes/gradients & even at High Altitudes.
- **Hypertechnology:** Advanced Technology used in the Hyperion engine include 350 bar fuel injection system, Variable geometry turbocharger, Sodium cooled exhaust valves, Miller cycle combustion chamber, hydraulic cam phasing with central oil control valve, exhaust after treatment with gasoline particulate filter, which elevates the performance and responsiveness of the engine.
- **Hyperquiet:** The overall NVH of the engine has been meticulously reduced resulting in smoother and quieter drives.

#### Key Features:

- Hyperion Gasoline direct injection engine

- **1.5L KryoJet Diesel engine-** The 1.5 L Kryojet Diesel engine is paired with a dual-clutch automatic transmission marks a first in the segment, offering an exciting new option for customers.
- **1.2 L Revotron Petrol engine-** The 1.2L Revotron engine is a proven turbocharged powertrain that delivers exceptional performance, whether you're navigating city streets or cruising on the highway
- Multi Drive Modes - Eco, City & Sport
- Paddle Shifters
- Smart E-Shifter for DCA
- 7 speed DCA highlights
  - Wet Clutch with Active cooling technology
  - Auto park lock
  - Machine learning
  - Shift by wire technology
  - Self-healing mechanism

**Technical Specifications:**

L*W*H	(4308 x 1810 x 1630) mm		
Wheelbase	2560 mm		
Engine	1.5L Kryojet 1497 cc	1.2L Revotron engine 1199 cc	Hyperion Gasoline direct injection engine 1199 cc
Fuel	Diesel	Petrol	Petrol
Power (kW)	86.7 kW @ 4000 rpm	88.2 kW @ 5500 RPM	91.9 kW @ 5000 rpm
Torque (NM)	260 Nm @ 1500 -2750 RPM	170 Nm @ 1750-4000 rpm	225 Nm @ 1750-3000 RPM
Fuel Tank capacity	44 L		
Boot space	500 Ltr**		