

Tata Motors Launches the much awaited Dynamic Hatchback – TIAGO in Nepal

Key Features:

- *Tiago comes with a confident, agile stance and bold, sculpted body with sharp lines, with signature hexagon grill and new multi-faceted Tata emblem as well as inviting interiors*
- *Class-defining driving dynamics with new Revotron 1.2L petrol engine for a refined on-road performance*
- *ARAI Fuel efficiency certification under test conditions - Revotron 1.2L: 23.84 km/l*
- *First-in-segment Multi-drive modes - City and Eco – delivering fuel economy and a peppy driving experience*
- *Available in 3 dynamic variants – XE, XM & XZ*
- *Six exciting colour options - Striker Blue, Berry Red, Sunburst Orange, Espresso Brown, Pearlescent White and Platinum Silver*
- *An intelligent Next-Gen ConnectNext Infotainment system, exclusively developed by HARMAN™*
- *Segment-first applications like the Turn-by-Turn Navi app and the Juke-Car app*

Kathmandu, August 29, 2016: Tata Motors today announced the launch of its sporty new hatchback, TIAGO with cutting edge design, technology and driving dynamics to create new segment benchmarks in the industry. At a starting price of NPR 22.55 Lakhs, ex-showroom, Kathmandu, for the Revotron 1.2L (petrol) variant, the TIAGO can now be booked across the country. The TIAGO will be showcased publicly on August 30th 2016 at the NADA Auto Show, stall number A6.

Tata Motors will also take its customer service engagements to the next level through the mobile application **Tata Motors Connect**, to make the post-purchase experience easy and stay connected at all times, and a host of other existing value added services like 48 hours repair guarantee, fast track service, 24 hours customer assistance centre for a hassle-free service experience. It also offers free pick up and drop services along with the highest network across Nepal.

Speaking at the launch, Mr. Johnny Oommen, Head - Passenger Vehicles International Business, Tata Motors, said, *“With the aim to deliver the best of products and services to our customers, we at Tata Motors are delighted to bring the TIAGO hatchback to the Nepal market. This globally benchmarked car, represents the next big leap in our transformation journey and we are confident that TIAGO’s strong and distinct character will make it stand out in this highly popular but immensely competitive segment.”*

Mr. Saurya Rana, Director, Sipradi Trading Pvt Ltd, said, *“The Tiago with its class leading features, advanced driving dynamics, outstanding fuel efficiency, offers great value to our customers. We are happy to expand our product range with this exciting new product.”*

With inputs from the Pune, UK and Italy design studios, the TIAGO’s appealing exterior design has a dynamic silhouette to emphasize the compact look and sharp design. The new 3-dimensional ‘T’ Logo is placed in a semi vertical position on the signature hexagon grill, giving it a bold, expressive face with a confident, agile stance. TIAGO’s interiors have been crafted with utmost precision for a premium feel. The geometric texture accented with chrome handles, knitted fabrics, colour harmony, layered design theme with a dual tone interior, customisable air vents, premium graphics on the fabric and body hugging seat bolsters all give it an upmarket, inviting feel.

The stylish design is complemented by enhanced performance and driving dynamics. The TIAGO will be available in petrol variants with Revotron 1.2L petrol engine, which has been indigenously developed by the company and globally

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benchmarked for a refined road performance. It has been designed and programmed to deliver superior fuel economy and a peppy driving experience with a segment-first feature, the Multi-drive mode – City and Eco – making it equivalent to offering two engines in one. The two drive modes are supported by an advanced Engine Management System (EMS). TIAGO's many safety features include dual front airbags, advance 9th generation ABS with EBD and corner stability control, rear parking sensors with display on infotainment screen and energy absorbing body structure for superior safety.

TIAGO comes with class leading fuel efficiency of 23.84 km/l on Revotron 1.2L petrol (as per Automotive Research Association of India certification), under test conditions.

Recognising the dynamic consumer world with increasing need for connectivity, TIAGO comes equipped with an infotainment* system designed exclusively by HARMAN. The car comes with new segment-first applications like the Turn-by-Turn Navi app and the Juke-Car app.

The car will come with a warranty of 4 Years / 75,000 KM (whichever is earlier) and is available in 3 variants – XE, XM, & XZ, TIAGO will come in six exciting colour options - Striker Blue, Berry Red, Sunburst Orange, Espresso Brown, Pearlescent White and Platinum Silver.

About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

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