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**PRESS RELEASE**

## **Tata Motors introduces Harrier CAMO edition of its flagship SUV**

*Launches Harrier in a stealthy avatar this festive season*

**Mumbai, November 6, 2020:** Tata Motors, India's leading automotive brand, today announced the launch of the CAMO, a special edition of Harrier- its flagship SUV, this festive season at a starting price of INR. 16.50 lakhs (ex-showroom Delhi).

The Harrier CAMO edition is the ultimate personification of the SUV, unifying all product aspects into a single, high-presence design. The all new CAMO Green is created to stand out while blending in while the Steel Grey reflects the inner strength of the OMEGARC on which this indestructible product is based.

Exteriors	Interiors
<ul style="list-style-type: none"> <li>All New Camo Green Colour</li> <li>R17 Blackstone Alloys</li> <li>New CAMO Badge</li> </ul>	<ul style="list-style-type: none"> <li>Blackstone Matrix Dashboard</li> <li>Premium Benecke- Kaliko Blackstone Leather Seats with Contrast CAMO Green Stitch</li> <li>Gunmetal Grey Interiors</li> </ul>

The CAMO edition will be available in manual transmission from XT variant onwards, and in the automatic transmission from XZ variant onwards.

Further, to accentuate the dynamism and functionality of the CAMO edition, the company has also introduced a host of special accessories:

Exterior Elements	Interior Elements
Special CAMO Graphics Harrier Mascot on Bonnet Roof Rails Side Steps Front Parking Sensors	Back Seat Organiser OMEGARC Scuff plates Sunshades Designer 3D Moulded Mats 3D Trunk Mats Anti-Skid Dash Mats

These accessories will be available in two pack options - CAMO Stealth and CAMO Stealth+, prices starting at INR 26,999/-.

**Commenting on the launch of this latest edition, Mr. Vivek Srivatsa, Head, Marketing, Passenger Vehicles Business Unit, Tata Motors said,** *"Living up to our promise of New Forever, we are delighted to introduce an absolutely stunning rendition of our Flagship SUV- The Harrier CAMO Edition. The Harrier, in its CAMO avatar pays homage to the ultimate inspiration of this SUV i.e the Great Indian Outdoors, and the spirit & grit of the armed forces who spend a majority of their time in these outdoor locations, keeping our borders safe and secure. We are confident our customers will appreciate the strong, unique form of the Harrier, rendered even more robustly in the CAMO Edition, this festive season."*

The Harrier, which is built on the OMEGARC and derived from Land Rover's legendary D8 platform, is the perfect combination of stunning design and excellent performance. Based on the IMPACT 2.0 philosophy and powered by the cutting-edge Kryotec 170 PS 2.0L Diesel engine with a 6 Speed Manual/Automatic

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Transmission and Advanced Terrain Response Modes, the Harrier assures an exhilarating performance and effortless driving experience.

For more details or to book a test drive, please visit <https://cars.tatamotors.com/> or your nearest Tata Motors dealership.

#### **About Tata Motors**

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

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