

Tata Motors strengthens brand Tigor with Automatic (AMT) variants

-Introduces Tigor XMA and Tigor XZA+-

Mumbai, June 17, 2019 – Tata Motors today announced the introduction of two new Automatic (AMT) variants to its Tigor range - the XMA and the XZA+. These two new trims, stacked with premium features and effortless mobility of an Automatic will carry forward the style quotient of the Tigor. The XMA and XZA+ will be priced **INR. 6.39 Lakhs and INR 7.24 Lakhs**, (ex-showroom Delhi), respectively.

Commenting on the expansion of the Tigor range, Mr. S N Barman, Vice President, Sales, Marketing & Customer Support, Passenger Vehicles Business Unit (PVB), Tata Motors, said *"In a constant effort to maintain our growth momentum, we continuously introduce advanced technologies in our products, fill white spaces and offer exciting product interventions to meet the growing aspirations of our customers. This strategy also includes continuously expanding and strengthening our automatic portfolio. We are confident that our customers will appreciate the perfect combination of practicality and convenience these new additions have to offer."*

The two new trims will be offered with a 1.2L Revotron petrol engine and will be available in all the colours the Tigor is currently offered in – Egyptian Blue, Roman Silver, Espresso Brown, Berry Red, Pearlescent White and Titanium Grey.

The XZA+ will be the Automatic (AMT) offering on the top manual trim - XZ+ and will boast of attractive features like the 17.78cm (7 inch) touchscreen infotainment system equipped with Apple CarPlay, Android Auto and an 8 speaker sound system by Harman. The exterior will feature 15 inch diamond cut alloy wheels and auto-fold ORVMs with integrated LEDs, which will complement the superior exterior design elements such as the break-free coupe-like roofline and dual chamber projector headlamps with sparkling chrome finish. With its competitive pricing and exceptional value, the XMA variant of the Tigor is set to attract new customers and should set itself apart as the most attractively priced automatic sedan in the market.

Both variants offer driving modes, a Harman tuned music system with Bluetooth connectivity, reverse parking sensors, foldable rear armrest with cupholders, 24 intelligently designed utility spaces for storage. They also come loaded with safety features like Dual Airbags, Anti-lock brakes, Electronic brake-force distribution, Corner Stability Control, reverse parking sensors, speed dependent automatic door locking and engine immobilizer.

Features like the anti-stall and crawl functions, provides much needed respite in stop-go traffic and during tight parking maneuvers, making these variants convenient to drive, particularly on city roads. The anti-stall function prevents the car from stalling on sudden braking and helps the gearbox quickly downshift, ensuring that the vehicle has sufficient torque.

Launched in March 2017, the Tigor range has maintained a very active lifecycle with multiple evolutions, with the latest one being the introduction of the brand new range in October last year to provide its customers with the latest in comfort and technology. The new generation Tigor carries over the much acclaimed 1.2L Revotron petrol and the 1.05L Revotorq diesel powertrains. The new model also comes equipped with a fully automatic

for immediate use

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temperature control (FATC) with uniform cooling all around the cabin, a boot space of 419 ltrs with wide and clear opening using an innovative 4 bar mechanism and 24 intelligent spaces for carrying a lot more on the move.

To learn more about the new variants, please visit <https://tigor.tatamotors.com/>.

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About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

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, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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