

Special Urban Edition 'HEXA DOWNTOWN' to arrive in Tata Motors showrooms from November 3rd

Mumbai, November 3, 2017: Tata Motors is all set to strengthen its HEXA range of lifestyle SUVs with the launch of HEXA DOWNTOWN, Urban Edition. The HEXA DOWNTOWN amplifies the luxurious side of the HEXA, suitable for the stylish and successful executives who need to combine work and travel. Offering an exemplary and superlative drive in city condition, the HEXA DOWNTOWN not only takes the on-road capabilities of the HEXA but also blends them with the needs of an active and dynamic urban lifestyle customer.



The HEXA DOWNTOWN will be available in limited numbers from November 3rd, 2017 onwards in two packages- the Absolute Pack and the Indulge pack. The DOWNTOWN range starts from 12.18 lakhs (Ex-Showroom – Delhi) for the XE variant.

According to Mr. Mayank Pareek, President, Passenger Vehicle Business Unit, Tata Motors, *"In order to offer our customers with an adrenaline pumped driving experience, we are happy to introduce the urban edition of the successful and versatile SUV, HEXA. The HEXA has caught the imagination of the country with its distinctive on-road and off-road capabilities. It has completely changed the face of Tata Motors and witnessed a strong traction in the market. The HEXA DOWNTOWN, as the name suggests is a vehicle inspired by the city life to match the customers' charged urban lifestyle. With the new edition of the HEXA DOWNTOWN, we are sure to take forward our brand promise of offering customers aspirational products along with sheer value."*

This Urban Edition comes with 15 new exciting features:

RULE THE URBAN JUNGLE WITH 15 NEW FEATURES

 <p>NEW COLOUR URBAN BRONZE Cruise down the streets in the new colour Urban Bronze.</p>	 <p>DOWNTOWN BADGING Exclusive badging.</p>	 <p>CHROME PACK SUITE Stand out in the city with boldly designed chrome elements which amplify the SUV silhouette.</p>	 <p>PREMIUM TAN SEAT COVERS Personalise interiors with elegant tan seat covers, crafted to perfection with art leather.</p>
 <p>WIRELESS CHARGER The urban lifestyle leaves no room for low battery. Keep your phone fully-charged, even when you're on the move.</p>	 <p>25.65 cm (10.1") BLAUPUNKT™ REAR SEAT ENTERTAINMENT (RSE) PLAYER The city traffic can be unpredictable. With the 10.1 inch Blaupunkt™ RSE Player, you can get your work done even on-the-go or just sit back and get entertained.</p>	 <p>HEADS-UP DISPLAY WITH TPMS The Downtown engages back in every corner, just like the city life. LED Heads-Up Display (HUD) which is equipped with speed limits alerts, battery voltage indication for heightened safety and Tyre Pressure Monitoring System (TPMS).</p>	 <p>STYLISH ALLOY WHEELS The R16 diamond cut alloy heighten the confident stance in any crowd.</p>
SIDE STEPS	CARPET SET	CAR CARE KIT	

ABSOLUTE: The Downtown Absolute Pack makes sure that you have whatever it takes to take on everyday urban life.

ABSOLUTE PACK
XE/XM/XMA - DOWNTOWN BADGING - CHROME PACK SUITE - SEAT COVERS - WIRELESS CHARGER - SIDE STEPS - CARPET SET - CAR CARE KIT

INDULGE: Experience urban indulgence with the comfort and luxury of the Downtown Indulge Pack.

INDULGE PACK
XE/XM/XMA - DOWNTOWN BADGING - CHROME PACK SUITE - SEAT COVERS - WIRELESS CHARGER - ALLOY WHEELS - SIDE STEPS - CARPET SET - CAR CARE KIT

It is power packed and feature loaded to enable customers to live the Urban lifestyle to the fullest. The HEXA DOWNTOWN stands out on the road in its unique 'urban bronze' colour. The bold chrome accessories across the body give the car a dual personality of a stylish and luxurious SUV coupled with an ultimate off-road vehicle. The HEXA DOWNTOWN features like Wireless Charger, premium tan seat covers, Blaupunkt™ rear seat entertainment player, Heads-up display with Tyre Pressure Monitoring System (TPMS) and so on, have been carefully designed keeping in mind the city's 24x7 living style, tech lifestyle and diverse terrains.

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About Tata Motors

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. In India, Tata Motors has an industrial joint venture with Fiat. Engaged in engineering and automotive solutions, with a focus on future-readiness and a pipeline of tech-enabled products, Tata Motors is India's market leader in commercial vehicles and among the top in passenger vehicles with 9 million vehicles on Indian roads. The company's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centres located in India, the UK, Italy and Korea, Tata Motors strives to pioneer new products that fire the imagination of GenNext customers. Abroad, Tata cars, buses, and trucks are being marketed in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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