

Tata Motors introduces TIGOR XM to tap the opportunity in sedan market

Mumbai, September 9, 2017: The Tata Tigor StyleBack sedan has received a warm welcome from many Indian car buyers, who appreciate its potent combination of style, features, performance and price. Keeping in mind the growing aspirations of customers, Tata Motors today announced the introduction of the TIGOR XM variant with nine important features, in time for the festive season. The TIGOR XM petrol has been priced competitively at Rs. 4.99 Lakhs, ex-showroom Delhi.

The TIGOR XM comes loaded with exciting features like a class leading infotainment system, manual central locking with key, power windows for front and rear, speed dependent auto door locks, follow me home lamps, LED fuel gauge, full fabric seat upholstery, interior lamps with theatre dimming and full wheel covers.

Tata Motors continues to set new benchmarks in the competitive sedan segment. Introduction of this variant will further strengthen the sedan portfolio and will provide customers with a feature-rich car at an exciting price point. The TIGOR XM will be available in petrol and diesel fuel types with manual transmission. The new variant will be available across all Tata Motors authorised dealerships, starting September 15, 2017, in a phased manner.

According to Mr. Vivek Srivatsa – Head - Marketing, PVBU, Tata Motors, *“We are constantly working towards filling in spaces in each segment and TIGOR XM is our response to this growing segment. As per our turnaround strategy, we are working with a renewed focus and energy to improve our market share and bring products faster to market.”*

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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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