

Tata TIGOR portfolio expands with trendy, stylish AMT variants

Key Highlights:

- *Available in XZA and XTA variants with Automated Manual Transmission (AMT)*
- *First in class 'Sports' mode for a peppy drive experience*
- *Manual Mode to shift gears at a flick of a gear stick for an engaging experience*
- *Creep Feature for heavy traffic maneuverability and parking ease*

Mumbai, November 2, 2017: Tata Motors has added to its range of models equipped with Automated Manual Transmission (AMT) by expanding its sedan portfolio. Today, TATA Motors announced the addition of two AMT variants to the Tigor Styleback sedan range. Available in XZA and XTA variants, with the Revotron 1.2L petrol engine - the XTA variant is priced at INR. 5.75 Lakhs, ex-showroom Delhi and the top-end XZA variant is priced at INR 6.22 Lakhs, ex-showroom Delhi. The new AMT cars will be on sale across the country in over 600 Tata Motors sales outlets, from today.

The TIGOR AMT will further strengthen the company's addressable market range. The new TIGOR AMT brings global and contemporary design with advanced technological features targeted at young and dynamic customers and comes with the first-in-class Sports Mode, which gives one a spirited and peppy driving experience.

According to Mr. Vivek Srivatsa – Head - Marketing, PVB, Tata Motors – “Given the current traffic scenario and growing driver fatigue levels, an AMT is the perfect solution to bringing back the joy of driving in a city, without compromising on fuel efficiency. As per our turnaround strategy, we are working with a renewed focus and energy to improve our market share and bring products that align with customers' aspirational and practical requirements. Keeping with the trend of this growing segment, we introduced the AMT variants of the hatchback TIAGO, which has so far received a tremendous response. Now, with the TIGOR AMT, we continue to reach out to our customers with stylish and feature loaded products that offer best-in-class technology and design engineering.”

The TIGOR AMT is equipped with four gear positions – Automatic, Neutral, Reverse and Manual for smooth and regular acceleration to offer a comfortable and stress-free driving experience. In addition, it boasts of a first-in-class Sports mode, for a spirited and peppy driving experience. The Manual mode helps shift gears at a flick of a gear stick for an engaging experience.

For ease of manoeuvrability in heavy traffic conditions and during parking, the TIGOR AMT comes with an in-built 'creep' feature, which enables the car to crawl as soon as the pressure is eased off the brake pedal, without pressing the accelerator. This function also prevents the car from rolling back when it starts from an inclined position.

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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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