

The LEVEL NEX of SUVs is here! Tata Motors launches its much awaited lifestyle SUV - Tata NEXON



LEVEL NEX DESIGN:

- Coupe Inspired Aerodynamic Shape Stylish and luxurious interiors
- Signature Ivory white accents and Sonic Silver dual-tone roof color
- Projector Headlamps for high intensity road illumination
- Layered Three-Tone Dashboard with floating Dash-Top Touchscreen
- Grand Central Console with tambour door mechanism
- Intelligently designed 31 utility spaces

LEVEL NEX PERFORMANCE:

- 1.2L Turbocharged Petrol from the Revotron series and the 1.5L Diesel engine from the Revotorq series
- First in segment Multi Drive Mode with 6-Speed Manual Transmission
- Class leading ground clearance of 209 mm

LEVEL NEX COMFORT:

- Smart Key and Push-Button Start
- Automatic Climate Control
- Sculpted Seats with Spacious Cabin and Flexi – seating option
- Dual-Path Suspension
- Electric Power Steering with Phone and Media Controls

LEVEL NEX TECHNOLOGY:

- Exclusively tuned Connectnext Infotainment system by Harman™ with 8 Speaker System
- Absolute safety for the occupants

Mumbai September 21, 2017: Tata Motors today announced its entry into the growing Compact SUV segment with the commercial launch of its new Gen-next lifestyle SUV, **the Tata NEXON.**

Targeted at the personal car buyers, **the Tata NEXON** is the 4th product based on the 'Impact Design' philosophy. It brings together global and contemporary design with best-in-class technology and features for the ones who would like to express themselves with a unique style of their own. Keeping customers and their aspirations at the heart of the business, the Tata NEXON will deliver an emotional elevation through more individualized experiences in the passenger vehicles market.

With an introductory price of **Rs. 5,85,000, ex-showroom Delhi, for the petrol variant** and at **Rs. 6,85,000, ex-showroom Delhi, for the Diesel variant, the Tata NEXON** is the most competitively priced SUV in this segment, with class-leading features. Starting today, **the Tata NEXON** will be on sale, across 650 Tata Motors authorized sales outlets in India.

Unveiling the Tata NEXON, Mr. Guenter Butschek, CEO & MD, Tata Motors, said, "Our passenger vehicle market is dynamic. The fast-moving generation has clear preferences in terms of design and style. Catering to this discerning need of our customers, we have consistently pushed the boundaries of automotive engineering by creating new categories of vehicles. The Tata Nexon is the result of our intent to break away from the conventional approach of segmentation in its discreet forms and fulfilling a larger set of milieus. Connecting Aspirations of our customers, with the Tata NEXON, we offer an unparalleled package of style, performance, and innovative features."

Speaking at the launch, Mr. Mayank Pareek, President- Passenger Vehicle Business Unit, Tata Motors, said, "Our focus is to introduce products that not only enhance the brand, but simultaneously align well with the rising aspirations of customer segments. As part of the aggressive turnaround strategy, we have renewed focus on filling in product gaps and tapping the white spaces that will emerge. Conceptualised as a lifestyle SUV for young progressive individuals, The NEXON is the culmination of this radical shift in thinking and will further expand Tata Motors' addressable market."

for immediate use

PRESS RELEASE

The Tata NEXON is a revolutionary design of “Breaking the BOX” with an aerodynamic silhouette. This design element of the car enhances its sporty character and represents the evolution of the SUV design featuring the practicality of an SUV with style of a sports coupe.

Available in **four variants – XE, XM, XT, XZ+**, the **Tata NEXON** will come in **five exciting colour options – Vermont Red, Moroccan Blue, Seattle Silver, Glasgow Grey and Calgary White** and will come with a standard warranty of 75000 kms or 2 years, whichever is earlier.

For more details on Tata NEXON, please refer to adjoining annexures or visit www.tatanexon.com.

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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.

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

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