

Press Release

India's no. 1 EV takes safety to the next level – Nexon.ev Launched with ADAS

– Introduces Nexon.ev 45 Empowered +A at ₹17.29 Lakh
– Unveils Nexon.ev 45 #DARK edition at an additional ₹20,000

Mumbai, September 10, 2025: TATA.ev, India's largest 4-wheeler EV manufacturer and the pioneer of the country's electric mobility revolution, today announced the introduction of ADAS safety tech in the Nexon.ev 45. Enhancing its premium appeal, the company has also added features such as a rear window sunshade and ambient lighting, offering greater value to customers. In addition, TATA.ev has unveiled the Nexon.ev #DARK, further elevating the style and exclusivity of the portfolio.

The newly added features will be available in the following personas:

Persona	Empowered +A 45	Empowered +A 45 #DARK	Empowered +A 45 Red #DARK
Ex-Showroom Price in ₹	17.29 Lakh	17.49 Lakh	17.49 Lakh

These new introductions come with a 5-star Bharat-NCAP rating, making the entire Nexon.ev line-up 5-star safety certified and reaffirming the company's commitment to building safer vehicles for Indian roads. The Nexon.ev 45 is also available with a lifetime HV battery warranty for the first owner, ensuring complete peace of mind for the EV customer.

Commenting on the enhancements to the Nexon.ev 45 portfolio, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.**, said, *"At TATA.ev, we strive to enhance our products constantly to make the purchase more meaningful for our customers. The Nexon.ev is a clear representation of how we have worked towards consistently enriching appeal of our products to increase their value proposition. With the introduction of ADAS safety tech, and the launch of the #DARK edition, we are bringing a distinct and sophisticated aesthetic to the Nexon.ev, while boosting its safety and premium credentials even further. The Nexon.ev stands as a true reflection of our commitment to delivering best-in-class features to customers and thus accelerating our mission to lead the mobility industry through innovation."*

Know more about the Nexon.ev #DARK:

A new introduction to the Nexon.ev 45 line-up, the #DARK edition features exclusive, all-black aesthetic with a dark treatment on the exterior, and all-black leatherette bolstered seats in the interior. With a C75 real-world range of 350–370 km, and faster charging speeds of 20% – 80% in 40 minutes with 150 km worth range added in 15 minutes, the Nexon.ev #DARK brings with it best-in-class features like panoramic sunroof, Vehicle to Vehicle charging & Vehicle to Load technology, and an exclusive UI and UX for the 31.24 cm Harman™ touchscreen infotainment system and 26.03 cm instrument cluster, rear window sunshade, and ambient lighting, amongst others.

Furthermore, the ADAS feature additions include – Traffic Sign Recognition [TSR], Lane Centering System [LCS], Lane Departure Warning [LDW], Lane Keep Assist [LKA], Forward Collision Warning [FCW] (Pedestrian / Cyclist / Car), Autonomous Emergency Braking [AEB] (Pedestrian / Cyclist / Car), High Beam Assist [HBA].

Launched in 2020, the Nexon.ev is a true game-changer that kickstarted India's EV revolution. It continues to be India's most sold EV, courtesy its compelling combination of technology, performance, and features. A pioneer in safety, the Nexon.ev has been awarded a full 5-star safety rating under the Bharat-NCAP protocol, cementing its position as a trusted vehicle for Indian families.

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