

MAJOR LAUNCHES DURING THE YEAR



Our products represent the **Horizonext philosophy with best-in-class offerings**. They merge unmatched global styling aesthetics with enhanced comfort and productivity, **pushing the performance envelope and reinforcing our long-term commitment towards clean fuel alternatives.**

March 2014

PRIMA LX TRUCKS

- ▶ 6 new models in the cargo segment (Prima LX 4928.S SRT, Prima LX 4928.S HRT, Prima LX 4028.S SR, Prima LX 4028.S HR, Prima LX 2523.T and Prima LX 3123.T)
- ▶ 4 new models in tippers (Prima LX 2523.K, Prima LX 2528.K, Prima LX 3123.K and Prima LX 3128.K), launched Magic Iris CNG, Ace Dicor (with Common Rail Engine)

February 2014

- ▶ Bolt, a premium hatchback, displayed at Auto Expo 2014
- ▶ Zest, a sub 4-metre compact sedan displayed at Auto Expo 2014
- ▶ Magic Iris Electric displayed at the Auto Expo 2014
- ▶ Tata Starbus Urban FE-Parallel Hybrid Bus displayed at Auto Expo 2014
- ▶ Tata 7.5 T MRV on LPTA 1623 4x4 BSIII, a Medium Recovery Vehicle, showcased in DEFEXPO
- ▶ Tata Armoured Personnel Carrier (APC) Left Hand Drive (LHD) launched
- ▶ Prima CX 1618 T, a Medium Commercial Vehicle, launched
- ▶ Ultra 614, the new age truck, launched
- ▶ LPS 4923 LA launched
- ▶ Xenon Crew Cab 4X4 Luxury launched
- ▶ Land Rover unveiled the new Discovery XXV Special Edition

January 2014

- ▶ Vista VX Tech, the advanced and dynamic premium hatchback, launched
- ▶ Nano Twist launched



November 2013

- ▶ Tata CNG eMax range (Indigo eMax and Indica eMax) launched in Delhi, Maharashtra, Gujarat, Uttar Pradesh, Andhra Pradesh and Tripura
- ▶ Land Rover launched a new long wheelbase Range Rover and the exclusive Range Rover Autobiography Black
- ▶ Jaguar F-Type Coupé range, made global debut on the eve of the Los Angeles Auto Show

August 2013

- ▶ Safari Storme Explorer Edition launched
- ▶ Safari Storme launched in Nepal
- ▶ ACE EX2 launched in Sri Lanka
- ▶ Land Rover launched its first-ever hybrid models – the Range Rover Hybrid and Range Rover Sport Hybrid

October 2013

- ▶ Prima KL3TXF 6X4 truck tractor and Ultra 812 truck revealed at Johannesburg International Motor Show 2013
- ▶ Aria showcased in South Africa, Johannesburg Motorshow
- ▶ Nano CNG eMax launched

June 2013

- ▶ Indica, Indigo, Nano and Sumo Gold refreshed

May 2013

- ▶ Tata Vista D90 launched in Nepal

September 2013

- ▶ Aria, Vista and Safari Storme launched in Indonesia
- ▶ Aria and Safari Storme launched in Tanzania
- ▶ Xenon Pickup launched in Nepal
- ▶ TATA Xenon XT launched in South Africa
- ▶ Manza launched in Nigeria
- ▶ Aria and Manza launched in Ghana

April 2013

- ▶ Prima Trucks [4023 LX (4X2), 4923 LX (6X4), 4028 (4X2), 4938 (6X4), 4038 (4X2), 4928 (6X4)] launched in Sri Lanka