

## THE NEXT LEVEL IN DESIGN



At Tata Motors, we are redefining the way we design. **DesignNext, our new design language, shapes our philosophy in engineering vehicles that not only look good but feel good too. For our range of commercial vehicles,** we are incorporating key elements of which an excellent combination of sleek, smart styling and enhanced comfort that increases driver productivity. For instance,

- ▶ All-new, next-generation designs for the Tata Truck range, delivers state-of-the-art, world-class aesthetics
- ▶ Interiors designed for professionals that are comfortable, intuitive and offer a fatigue-free 'work environment'
- ▶ Beautiful and professional styling with all-new engineering aggregates that ensure cost saving and productivity

### Tata Ultra

The Tata Ultra is our new-generation, segment-defining, Light Commercial Vehicle.

The exteriors are modern, clean with a sophisticated surface-language and high quality details. The interiors have been designed around the driver and provide a calm and comfortable, professional operating environment with superlative ergonomics.

### Tata Prima CX

The Prima CX brings the professional looks and the world-class performance of the Tata Prima to the Medium Commercial Vehicle Segment in India.

The exteriors are understated and purposeful with complementing details. The interiors are driver-centric with class-leading quality and operating ergonomics.

## The Zest and the Bolt, redefined design aesthetics with segment-defining drive experience

In the Zest, the classy sedan, the projector headlamps are complemented by chrome accents, daytime running lights, rear treatment of LED lamps, and the trendy 15" alloy wheels, combined with a signature Buzz Blue colour, add up to a dynamic and stylish pouncing stance. Matching aesthetic design with function, the dynamic premium hatchback, Bolt's floating roof spoiler not only provides an extra-sporty touch but also aids in aerodynamics. The sporty, confident look is further enhanced with fog lamp bezels.

The interiors of both these cars are geared for a premium feel. The driver-focused dashboard architecture carries premium chrome embellishment to render the cockpit with an aura of elegance. The instrument cluster and the central AC vents are connected in a single wing-shaped graphics.

**Our passenger vehicles**, similarly, focus on addressing the requirements of the aspiring global Indian through:

- ▶ A new signature Tata grill with the Humanity Line
- ▶ New front identity, dynamic silhouette
- ▶ Premium interiors and chrome embellishments sleek cockpit
- ▶ Striking all-new colours



We have integrated DesignNext across all products showing the direction of our design philosophy. Three Tata Motors design studios based in Coventry (UK), Turin (Italy) and Pune (India) have given the vehicles a distinct DNA with several segment-first features and a new design language on the exterior and the interior of the car. This year, we unveiled, the **NEXON Design Concept**, a stylish new compact SUV, the **Nano Twist Active Concept**, the next in design for the smart city car and the **ADD Venture Concept**, an active van for fun and leisure, on-the-go, in a move towards the next level in design.

The new design semantics visually move into the dynamic headlamps to create a unique design signature. With flowing lines that create an illusion of movement even when the car is standing still, its exterior exaggerates size to give it a feeling of a larger hatchback or a sedan.