

# **HORIZONEXT**



## OUR CUSTOMER CENTRIC APPROACH

2015 marked the second year of **HORIZONEXT**. In our second year, we at Tata Motors have progressed in key areas of- engineering, manufacturing, world-class purchase and service support, for an overall superior customer experience.

The customer centricity has resulted in providing best vehicles experience, through the adoption of a next-generation approach in the products we offer, our manufacturing quality, including our sales and service touch points. With technology at the fore front, we launched and demonstrated a series of offerings from our passenger & commercial vehicle units, through distinct **HORIZONEXT** pillars.

From the passenger vehicles division, Tata Motors showcased and launched products from its **DESIGNEXT, CONNECTNEXT AND DRIVENEXT** pillars, similarly demonstrating products and solutions under **DESIGNEXT, FUELNEXT & PERFORMANCENEXT**, from the commercial vehicles unit.

During the year, we also completed 60 years of manufacturing excellence, at our first manufacturing plant in Jamshedpur.

