

THE NEXT LEVEL IN DESIGN: DESIGNNEXT

A key element of HORIZONEXT is the way we look at the design factor related to our vehicles. With an emphasis towards making our offerings more attractive and exciting, DESIGNNEXT has brought Tata Motors' design and engineering teams together, in introducing compelling products that not only look good but feel good too.

While a large part of our success will depend on the development of new, efficient and cost effective cars, DESIGNNEXT is not only about new surfaces, beautiful colours, materials and finish, but will be an integral part of all vehicle development programs right from the stage of product conceptualisation.

Launching two all-new dynamic cars – the ZEST and sporty BOLT during the year, DESIGNNEXT marked an all-new design language for Tata Motors passenger vehicles. Through DESIGNNEXT, Tata Motors also differentiated these two new passenger cars, with new features and cutting edge technology. Tata Motors design teams based in UK, Turin & India introduced distinct design, characterised by three DNA elements in these vehicles – Humanity Line, Diamond DLO and the Slingshot Line. These elements give the ZEST and BOLT a sense of humanity, friendliness, roominess, dynamism, stability, poise and purpose on what identifies a Tata Motors product.

Tata Motors recently also showcased a muscular and sporty concept SUV, called the Tata HEXA at the Geneva Auto Salon 2015. The HEXA'S flowing exterior lines deliver a unique exclusive appearance, for a sophisticated, modern, touring-grade SUV.

Tata Motors' design focus is not limited to its passenger vehicles business, but also extends to its commercial vehicles.

During the year, Tata Motors launched new Heavy Commercial Vehicles from its PRIMA LX range, a significant step towards extending the PRIMA advantage mainstream. Uncompromisingly built and designed as per world-class standards, the PRIMA LX is an ideal blend of technology and economy, with a combination of power, fuel efficiency, affordability and superior performance for quick turnaround time and hence best-in-class TCO (Total cost of ownership). The PRIMA LX set new benchmarks in the medium & heavy commercial vehicle segment in India, with a combination of



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superior aggregates and a well-designed, world-class cabin. The Tata PRIMA took up a new positioning of 'WORLD SMART TRUCK', finding its way to markets like South Africa, Nepal and Qatar.

During the year Tata Motors also introduced another global standard in trucking, in the form of the ULTRA range of Intermediate and Light Commercial Vehicles (ILCV). With stylish, futuristic and smart utility features, the Tata ULTRA has been designed to fast track the consumer's business growth and delivers a reliable, safe and comfortable vehicle, with superior performance. A result of extensive feedback from customers and an immersive study into the lives of drivers, the Tata Ultra range is based on a Premium world-class, spacious and stylish cabin, with best-in-class NVH, comfortable ergonomics, driver aids, superior aggregates and suitable for all applications. The ULTRA variants launched cater to 8 to 10 tonne category, and will be further expanded to serve requirements in the 5-15 tonne categories.

Similarly towards the end of the fiscal, the company introduced the Tata SuperAce Mint creating a revolution in the pick-up truck segment. With its unmatched combination of design, performance with a technically advanced 1.4 Litre DiCOR (common rail) BS 4 engine, the SuperAce Mint, offers ruggedness, comfort, superior car-like ride & handling, style and best-in-class cost of ownership. Designed with the longest loading body in its class of 2630 mm (8 feet & 7 inches) and a class leading top speed of 125 KMPH, the Tata SuperAce Mint promises more earnings per trip, while offering stability and faster turnaround time. The vehicle delivers a

mileage of 17.9 KMPL which makes it not only a power packed proposition but also an efficient business partner catering to varied needs of operators.

The cabin of the SuperAce Mint, has been elegantly designed keeping driver ergonomics in mind. The body colored bumper and standard fitment of wheel caps give the exteriors a stylish look and the interiors a very comfortable aesthetics, for bumpy rides.

During the year, Tata Motors has also been in advanced discussions to deliver its new articulated bus, designed with its single deck and two sections, to carry more passengers, while maintaining the maneuverability needed in urban transportation. The FE Articulated Bus is a solution to reduce traffic congestion, in SMART URBAN CENTRES.

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