

## THE NEXT LEVEL OF VEHICLE PERFORMANCE: DRIVENEXT AND PERFORMANCENEXT

DRIVENEXT is another HORIZONEXT approach from Tata Motors, offering customers with the next level of driving experience from its passenger vehicles that is pleasurable, dynamic and engaging. With DRIVENEXT a Tata Motors passenger vehicle is developed to offer complete vehicle control—from the precision of the vehicle's steering wheel, in response to its powertrain, delivering best-in-class driving experience, without compromising on what Tata Motors passenger vehicles are best known for—fuel economy and space.

In 2014-15, Tata Motors launched the all-new ZEST and BOLT, equipped with India's first 1.2 litre MPFI (Multi-point Fuel Injected) Turbocharged petrol engine from its REVOTRON series of engines. The REVOTRON series has been designed based on extensive feedback from car owners, enthusiasts and experts from across the globe; followed by extensive testing in gruelling climatic conditions in India, as well as in countries like the UK and Korea. Developed by Tata Motors with inputs from renowned global players, the REVOTRON series has enabled Tata Motors passenger vehicles to deliver class-leading performance, as well as high fuel efficiency. The REVOTRON series has been planned to include 3 and 4-cylinder petrol engines.

Multi-Drive modes is one of the key innovations, with the REVOTRON 1.2T turbo engine present in the new ZEST & BOLT. The latest offering from Tata Motors provides an optimum blend of performance, refinement and fuel economy, with a unique first-in-segment 'Multi-Drive Mode' technology. This enables switching between SPORT, ECO and CITY mode, for varied levels of driving experience. The SPORT mode gives the sharpest throttle response and quickest acceleration, while the ECO delivers maximise fuel economy, ideal for highway cruising, whereas CITY mode offers a perfect balance between performance and economy to navigate city traffic conditions with ease.

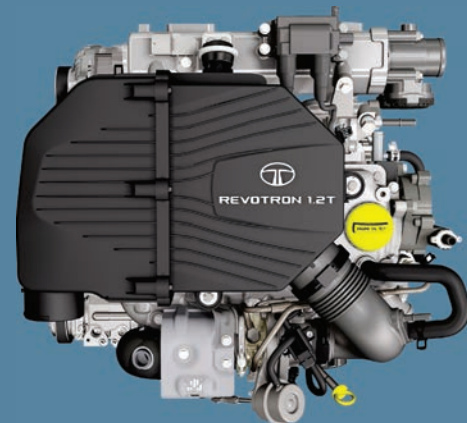
Tata Motors new F-Tronic Automated Manual Transmission (AMT) technology for finger-shift and clutch free driving, is another DRIVENEXT feature introduced in the ZEST, and now in the new GenXNano. The ZEST Diesel AMT too has Drive modes—CITY and SPORT mode, for a more engaging drive.

Segment first power steering with new ePAS technology (Electronic Power Assist System), 'Speed Sensitivity' and 'Active Steering Return Function' for the ZEST & BOLT aid in better steering control, aid in delivering excellent driving characteristics, improved braking and better cornering stability, of the new ZEST & BOLT.

# drive

Similarly PERFORMANCENEXT defines the third pillar of Tata Motors commercial vehicles, under HORIZONEXT. During the year, Tata Motors hosted Season 2 of the T1 PRIMA TRUCK RACING CHAMPIONSHIP, giving Indian audiences a grand spectacle of Tata PRIMA trucks competing against each other. Inscribed on the calendars of FIA (Federation Internationale de l'Automobile) and FMSCI (the Federation of Motor Sports Clubs of India) the championship featured, 12 Tata PRIMA trucks built for the purpose, driven by experienced international drivers.

When Tata Motors announced T1 in 2014, as the country's largest commercial vehicle manufacturer, we embarked on a new journey of HORIZONEXT, adding an exciting new dimension of truck racing to one of the largest trucking markets in the world. This led to the transformation in the Indian commercial vehicle space, setting new benchmarks in terms of product engineering, world-class quality manufacturing and marketing, with a continued endeavour to remain the most preferred trucking brand. Through



# next



T1, Tata Motors showcased winning attributes of the Tata PRIMA 'World Smart' Truck, in terms of power, performance, fuel efficiency, superior technology and safety.

In Season 2, the Tata PRIMA race trucks boasted of 15% increased speed (up to 140 km/hr), 10% increased acceleration and 10% weight reduction, along with a new aerodynamic design. To make these PRIMA trucks fit for racing, key modifications were made to meet a mix of safety and performance as per the British Truck Racing Association guidelines, showcasing winning attributes of the Tata PRIMA. These trucks went through multiple quality checks, with major testing being undertaken at the BIC (Buddh International Circuit) and Tata Motors Jamshedpur's world-class testing facility, for high speed run and control.

During the year, Tata Motors also launched 10 new Heavy Commercial Vehicles from its PRIMA LX range, for affordable yet modern trucking, as a significant step towards ushering in a new era in the Indian trucking landscape. The PRIMA LX range is a combination of economy and performance and sets new benchmarks in styling and features from Tata Motors' medium & heavy commercial vehicle stable. During the year, the Tata PRIMA also found a new home in several export markets across the globe.

Similarly, Tata Motors also launched the new Intermediate and Light Commercial Vehicle (ILCV) range of ULTRA trucks during the financial year. The Tata ULTRA is a result of extensive feedback from customers and an immersive study into the lives of drivers to understand their expectations from their vehicles in the ILCV segment. Conceived as a modern platform, the ULTRA will serve the needs of new generation trucks and buses offering superior

technology and design ensuring lowest total cost of ownership, through higher uptime, with increased driver comfort, superior aggregates and customised requirements. The Starbus range based on the ULTRA platform, launched in 2011, has become immensely popular for its aesthetics, passenger and driver comfort, improved NVH, fuel efficiency and has accordingly resulted in lowest total cost of ownership.

To maximise fleet performance, Tata Motors also tied-up with Microlise of the UK, one of Europe's leading Telematics and Fleet Management solutions providers, to bring the latest in global Fleet Telematics solutions to the Indian Market. After having launched the Tata Fleetman Telematics and Fleet Management services brand in 2012, we recognised that while basic services served transporters well, we needed the right partner to meet customers' needs, for more sophisticated and technologically complex fleet telematics applications, like Driving Assessment and Vehicle Health Management, for better fleet productivity. Offered under the Tata FleetMan brand, the service is marketed through OE (Original Equipment) fitment as well as through the aftermarket route.

We also launched 'Tata SKOOLMAN', for its range of school buses. A telematics based tracking solution, Tata SKOOLMAN aims at addressing pressing concerns over student safety during school bus travel. Besides providing a host of safety features, Tata SKOOLMAN makes it convenient for parents to track the arrival and departure of their children in real time (through SMS alerts), via a mobile phone application. The service also provides an effective fleet management tool for travel operators to plan bus routes better and manage their school bus fleet more effectively.