

## DESIGN LANGUAGE

### Impact at first sight

First impressions matter. The latest vehicles from the Tata Motors portfolio are designed to stand out from the crowd because of their appearance and style. Technology and user experience are critical, but the first impression created in the customer's mind comes through exteriors and looks, making design a key factor in purchase decisions.

Design at Tata Motors is not a standalone function, it is the first step in the new product development process, thus ensuring that aerodynamic fluidity, unique design elements and contemporary styling are embedded in the basic exoskeleton of the vehicle.

Tata Motors has introduced its new Impact Design language for the Passenger Vehicles division, a philosophy that creates a youthful,

energetic and bold look and makes our cars stand out on the road. The newly launched Tiago and the Signa range of trucks are the first vehicles from the company that bear the unique Tata Motors' signature stamp.

### International styling

Design@Tata Motors is a global function, operating out of its three design studios in Pune, Italy and UK. Our designers share a love for automobiles along with the best of tools, training and experience, globally. From a strength of 80 a few years ago, the Design team is now 200 strong.

The three centres work as a seamless team to deliver exciting and compelling designs. Each centre brings unique strengths and tools to the table. The Pune Design Studio has enormous experience in bringing products to market. Most of the CV designs are created out of the Pune studio. The UK Design Studio leverages its proximity to some of the best design schools in the world to deliver high quality capabilities in clay and digital modelling. The Italy Design Studio delivers high end styling and looks through its team of creative engineers and craftsmen.



The newly launched Tiago embodies the best of design with its ideal segment size, perfect cabin-hood-body proportions and a dynamic silhouette. The Tiago interiors are designed to offer a premium experience along with best-in-class features and technologies.

Our Design Studios have together delivered the BOLT, ZEST and the TIAGO, bringing international styling and flair to the Indian car market.

### The design process

Design is now an integral part of the NPI process at Tata Motors. The Design team is involved from the early stages of the product definition process. This includes identifying the target customer, core vehicle architecture, etc. After an intense creative phase, where the designers make hundreds of sketches, there is rigorous shortlisting phase where only a handful of designs make it to the final stage. The next step is to go 3D! The Design team uses 3D modelling, creating both digital and physical models in foam and clay, to give realistic representations of what the product will look like. The best design goes into production, and then on the road, to earn auto awards!

### Uniquely Tata

Tata Motors' Impact Design language integrates the best of style and convenience to give the customer a look like no other. Here are some of the unique elements of the Design language:

- ▶ New front façade with a signature grille that displays the 32 Trust and Humanity lines
- ▶ Diamond shaped window graphic
- ▶ Slingshot line that emphasises the rear architecture

### Intelligent design

The Design Function is complemented by the capabilities of the R&D centres at Pune and UK. For example, through the UK-based Tata Motors European Technical Centre (TMETC), Tata Motors is developing body structures which are lightweight, cost effective, and supply ever increasing levels of performance, quality and refinement, the result of a diligent approach to intelligent Body in White design.

Our subsidiary Jaguar Land Rover operates at the cutting edge of automotive design, technology and innovation to create the world's best products and services for our customers. Some of the successes include a remote control Range Rover Sport which can be operated through the user's smartphone (useful for getting out of tight parking spaces).

Thus, vehicles from Tata Motors are now being designed to be more user-centric and intelligent, with better fuel efficiency and stronger performance levels. And, the new focus on design has led to a global design language that is both customer centric and innovative, thus redefining the company's signature looks and elevating the design standard across the passenger and commercial vehicle car segments.

