

TATA TIAGO

- *First car to showcase the IMPACT design philosophy which emphasizes on immediate IMPACT at the first sight and a lasting IMPACT overtime.*
- *The first manifestation of 'IMPACT' Design, the new design philosophy from TATA MOTORS*
- *New Revotron 1.2L petrol engine and debut of the first Revotorq 1.05L diesel engine, indigenously developed in-house, for a refined performance*
- *Multi-drive modes - City and Eco - delivering best of both - fuel economy and a peppy driving experience*
- *An intelligent Next-Gen Connectnext Infotainment system, exclusively developed by HARMAN™ for an engaging audio experience*
- *Smart phone enabled Turn-By-Turn Navigation app and Juke-Car app*
- *Intelligent Use of Space with 22 utility spaces and a versatile boot space of 242 litres*

Tata Motors presents the latest in its design language, backed by enhanced drive and connect features as it showcases its newest offering, the TIAGO. TIAGO is the first car to showcase the new IMPACT design philosophy which emphasizes on immediate IMPACT at the first sight and a lasting IMPACT overtime. With inputs from the Pune, UK and Italy design studios, the company is all set to offer trustworthy products with its new design language. TIAGO reaffirms this and reinforces the company's future design direction.

The appealing exterior design of TIAGO has a dynamic silhouette that emphasizes compactness and sharp design. The new three-dimensional 'T' Logo is mounted at a rakish semi vertical slant on the signature hexagon grill, facing the road, giving it a bold, expressive face which further adds to its confident and agile stance. TIAGO's interiors have been crafted with utmost precision for a premium feel. The geometric texture accented with chrome handles, knitted fabrics, harmonious color, layered design theme with a dual tone interior, customizable air vents, premium graphics on the fabric and body hugging seat bolsters lend an upmarket and inviting feel to the interiors.

The car has 22 thoughtfully designed utility spaces, a large and versatile luggage space of 242 litres with the added convenience of shopping bag hooks.

The stylish design is complemented by enhanced performance and driving dynamics. The TIAGO will be available in petrol and diesel variants, two new engines - Revotron 1.2L (petrol engine) and Revotorq 1.05L (diesel engine), indigenously developed in-house by the company and globally benchmarked for a refinement, fuel economy and a peppy driving experience. The TIAGO will be available with a Multi-drive mode with driver selectable City and Eco modes.

The car comes packaged with safety features such as the dual front airbags, 9th generation ABS with EBD and corner stability control, rear parking sensors with display on infotainment screen and energy absorbing body structure.

Gratifying the consumer need for connectivity, the TIAGO features an infotainment system by premium audio specialist HARMAN™. Taking the Connectnext experience further, TIAGO introduces new applications like the Turn-by-Turn Navi app and the Juke-Car app. This app displays Turn-by-Turn navigation when connected to a smartphone via Bluetooth. The Juke-Car app utilizes mobile hotspot to create a virtual network and host a service for sharing list of available songs in the device.

The TIAGO Personalized Concept is an adventure themed version of the TIAGO for young active lifestyle seekers, a generation which is always on the move. The new TIAGO Personalized Concept delivers a zippy drive experience and exudes cutting edge design, technology and driving dynamics.

The appealing exterior design of the TIAGO Personalized Concept has a dynamic silhouette that emphasizes the compactness and sharp design. The vehicle comes with LED day time running lamps with fog lamps, sporty alloy wheels for a stylish look and roof rails which accentuate its strong character. The matte finish front grille and top finisher, contrast coloured roof, ORVMs and spoiler in piano black finish further accentuate the bold looks.

The interior of the TIAGO Personalized Concept is created for an energetic and inviting feel. The seats are upholstered in art leather and the floors are adorned by the signature floor carpets. The stylish body kit comprises of a front and rear bumper add-on and side skirts to compliment an active lifestyle.

