

Tata Motors forays into Bolivia with the launch of commercial vehicle range

Key highlights:

- Partners with Bolivian Auto Motors as the official distributor of Tata Motors commercial vehicles
- Launches first three commercial vehicles – **Tata SuperAce Mini Truck, Tata Xenon Pickup and Tata LPT 613 Truck.**

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Santa Cruz, September 26, 2016: Tata Motors today announced having forayed into the Bolivian commercial vehicle market, through a distribution agreement with local partners, Bolivian Auto Motors, part of the business group Salvatierra, an important business conglomerate engaged in the distribution of motor vehicles and motor cycles in Bolivia.

Through this partnership Tata Motors has launched three commercial vehicles in the Bolivian market – Tata SuperAce Petrol, Tata Xenon Petrol and Tata LPT 613 truck, all of which will currently be available in Santa Cruz and will soon be available in La Paz and Cochabamba.

Besides Bolivia, Tata Motors commercial vehicles are also sold in other South American markets like Chile and Ecuador.

Mr. Rudrarup Maitra, Head (International Business), Commercial Vehicles, Tata Motors said, "We are delighted to be here in Bolivia, one of the fastest growing markets in the Latin American region. With years of experience in the commercial vehicles business, we at Tata Motors understand our customers well, and today have introduced class-leading products in the Bolivian market, suitable for varied terrains, with each of these built for better load carrying capability, more trips, with the lowest turnaround time. An integral part of our presence here is Bolivian Auto Motors, a partner that has showcased tremendous enthusiasm and passion. They are as customer centric as we are, and will help us establish a long term relationship with the Bolivian customers. We look forward to being here."

Mr. Johnny Salvatierra, President of Bolivian Auto Motors, said, "We at Bolivian Auto Motors are extremely delighted to partner with Tata Motors to offer the Bolivian customers with tough and reliable vehicles from India's largest and most trusted automobile brand. We are very excited with this new opportunity and are committed to growing the brand here. We will work with Tata Motors to make sure that our customers here get the finest vehicles and services, that not only match their requirements but also the needs of their business."

TATA SUPERACE

With the best-in-class combination of power, speed, and fuel efficiency, Tata SuperAce comes equipped with the technically advanced 4 Cylinder 1396cc Petrol Engine which delivers 85 Hp @ 5500 – 6000 rpm for superior power. The light-weight engine and the smartly calibrated 5-speed gearbox facilitates a smooth

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drive leading to higher fuel efficiency. Large brakes with 9-inch vacuum boosters coupled with LCRV (Load Conscious Regulating Valve) ensures seamless braking and longer life of the vehicle.

The strong and rugged front strut type independent and rear leaf-spring suspensions, coupled with Hydraulic double acting telescopic suspension makes Tata SuperAce a perfect vehicle for varied load and road conditions. Best-in-class speed of up to 130 kmph ensures more trips due to the low turnaround time. The vehicle also offers a suitable cargo load deck size for market load operation and a rated payload of 1 tonne with a new reinforced load body. The Tata SuperAce has a small turning circle radius of 5.1m making it most suitable for deliveries in small lanes and by lanes. The 2380mm long wheelbase makes it suitable for varied applications. The vehicle's 14inch tyres, high ground clearance of 165mm and gradeability of 27.5%, ensures it is stable with varied loads and road conditions.

TATA XENON

The Tata Xenon 4X2 Pick-up is versatile, with payload options to suit varied business requirements. Both, single cab and double cab, are matched with commensurate power and they come with a 2.1 Litre Multi Point Fuel Injection Petrol engine, which delivers a top speed of 145 kmph with peak power of 131HP in the single cab and double cab, with a peak torque of 195NM respectively. The Pick-up delivers best-in-class fuel efficiency because of its scientifically engineered drive train. The Tata Xenon's 16 valve, double overhead camshaft engine, the overdrive gearbox, radial tyres and the aerodynamic shape, contribute to its high fuel efficiency. With a gradeability of 30%, the vehicle will also prove reliable in hilly terrains. The vehicle has been designed to meet global safety standards. The safety features, like the unique 3-layered body construction, crumple zones, a collapsible steering column, retractable seatbelts and side intrusion beams will protect passengers in the event of a collision. The vehicle is targeted for applications involving both crew and cargo movement in a comfortable and safe manner. The 2.4metre long load body in the Single Cab provides ample loading space, with three drop sides enabling easy access.

TATA LPT 613 TRUCK

Known as best combination of performance and reliability, Tata LPT 613 truck, offers higher revenues, lowers ownership and operational costs while ensuring better performance. The vehicle boasts of radial tyres and good ground clearance. Available in 3,800-wheel base in **Euro-II** configuration with a payload capacity up to 4.2 Ton, it has a proven 697 Turbo Charged Inter-Cooled, 6-cylinder engine and a proven 5 Speed GBS 40 Gear Box with a gradeability of 36%. The turning circle diameter of 13.5 meters gives it best in class maneuverability. The vehicle GVW is 7500 Kg, making the vehicle fit for applications like construction material, mining goods, grocery, agri goods, food and beverage and more. High payload capacity increases earnings, coupled with high top speed and longer service intervals results in higher revenues for the business.

SERVICE AND MAINTENANCE

The service and maintenance attributes of the Tata SuperAce, Tata Xenon and Tata LPT 613 truck, guarantees peace of mind for its customers., Tata Motors' authorized partner, Bolivian Auto Motors will offer best-in-class ownership experience.

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About Tata Motors:

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land

Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country's market leader

in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

(www.tatamotors.com; also follow us on Twitter: <https://twitter.com/TataMotors>)

About Bolivian Auto Motors:

Bolivian Auto Motors functions in the automotive market and is part of the business group Salvatierra, and important business conglomerate engaged in the distribution of motor vehicles and motors cycles in Bolivia. With more than 20 years of experience, the company today is an exclusive representative of brands recognized worldwide for high quality and durable vehicles. What is paramount for Bolivian Auto Motors is the complete satisfaction of customers and service excellence attained. The company believes in building lasting relationships with suppliers and customers to deliver high quality vehicles at reasonable prices and serve the Bolivian industry, contribute to safety and protect the environment.

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