

**Racing its way to glory!  
TAMO's RACEMO bags the German Design Award 2018**

**RACEMO is India's first two-seater sports coupe and the first innovation from Tata Motors' sub-brand, TAMO**

**Mumbai, October 23<sup>rd</sup>, 2017:** Making its first public appearance at the 87<sup>th</sup> Geneva International Motor Show, the RACEMO has made headway in the global automotive industry. Designed at the Tata Motors Design Studio in Turin, Italy, the **RACEMO has been bestowed with the German Design Award (GDA) in the Gold category for International Excellence in "Exceptional Product Design"**. The RACEMO combines strong expressions of Tata Motors' IMPACT DESIGN elements i.e. Humanity Line, Slingshot Line and Diamond DLO, giving the car instant recognizability.



**Commenting on the occasion, Guenter Butschek, CEO & MD, Tata Motors, said,** *"Winning the prestigious German Design Council's Gold Award for Automotive Design is a proud moment for us and , and is testament to the skill and passion of the Global Tata Motors Design team. A perfect blend of Italian sensuality and Indian ingenuity, the RACEMO is the first innovation from our sub-brand TAMO and our emotional, unexpected leap to the future. The RACEMO connects with the aspiring customers of India, making it a perfect extension of our customer's personality. We hope to continue on this path towards innovation and disruption in product design and technology."*

**Adding to this, Pratap Bose, Head of Design, Tata Motors, said,** *"With the RACEMO winning the award for International Design Excellence, within a few months from its first global showcase, marks a very important milestone for Tata Motors Design Team. The RACEMO was the result of the intense collaboration between the design and engineering team at Tata Motors. What started off as a design study, today stands strong as a production ready two-seater sports coupe, specially designed for the global Indian audience. All of us at Tata Motors are very proud and excited about bringing the car to India."*

The RACEMO has been built on an innovative MO-Flex platform, a structural technology, enabling greater freedom in surface design, efficient large-scale part integration leading to modularity and faster time to market.

RACEMO is India's first globally developed 'phygital' car, merging the physical and digital worlds. Meant for the risk-taking, adventure loving, digitally native, mobile first technophiles of India, the RACEMO is also India's first connected car. Powered by Microsoft, RACEMO will bring alive connected technologies such as cloud computing, analytics, geo-spatial and mapping, and increased human-machine interface, creating a new benchmark in the industry for connected vehicles. **The RACEMO, which is the first Indian sports car available on Microsoft's gaming platform Forza has already in just 8 months, over 2.2 million users experiencing this design.**

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**About the German Design Award:**

Launched in 2012, the German Design Award (GDA) is one of the most well-respected design competitions in the world and is held in high regard well beyond professional circles. GDA follows a unique nomination process, inviting only those products that demonstrably set themselves apart from their competitors thanks to their design quality. All awards are determined during a two-day jury session, consisting of design experts from various disciplines. The GDA directly contributes to the overall commercial success. Prizes are only awarded to projects that truly represent pioneering contributions to the German and international design landscape. The highly esteemed, international jury guarantees this.

Since its premiere in 2012, the German Design Award has grown rapidly: At the time, approximately 1,500 entries were presented to the jury. This year there were more than 5,000 entries, 49% of them in the area Excellent Product Design and 51% in the area Excellent Communications Design.

**About Tata Motors**

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. In India, Tata Motors has an industrial joint venture with Fiat. Engaged in engineering and automotive solutions, with a focus on future-readiness and a pipeline of tech-enabled products, Tata Motors is India's market leader in commercial vehicles and among the top in passenger vehicles with 9 million vehicles on Indian roads. The company's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centres located in India, the UK, Italy and Korea, Tata Motors strives to pioneer new products that fire the imagination of GenNext customers. Abroad, Tata cars, buses, and trucks are being marketed in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: (<https://twitter.com/TataMotors>)

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