**Tata Motors launches all-new Mega Pick-up – ACE MEGA, in Nepal**

**Key highlights:**

* A sturdy vehicle capable to take on varied terrains with a rated payload of one ton
* Equipped with the 4th generation DiCOR engine, delivering power of 40 HP
  + Best-in-class speed of 90kmph which ensures low turnaround time and hence more trips
* Best-in-class mileage of 18.5kmpl\*\*
* Lowest cost of operation in the small pick-up segment

**Kathmandu, February 19, 2016:** Tata Motors along with its authorized distributor M/s Sipradi Trading Pvt. Ltd., have launched the all-new Mega pick-up – The Tata Ace Mega, in Nepal. Boasting superior performance of a pick-up, with a rated payload of 1Tonne, the Tata Ace Mega is powered by Tata Motors new-generation DiCOR diesel engine, offering best-in-class fuel efficiency and the lowest total cost of ownership of a small commercial vehicle. An innovative cargo transport solution, the Tata ACE Mega also has a stylish, strong and comfortable cabin.

Developed to maximize revenues for last mile transport operators, the Tata Ace Mega ensures more trips and more load carrying capability, with a low turnaround time, meeting requirements of both, intracity and intercity transportation. Powerful enough to be driven on any terrain, the Tata Ace Mega performs tasks of a small pick-up, hence is an all-rounder in this segment, helping operators elevate their business.

**Mr. Rudrarup Maitra, Head-International Business, Commercial Vehicle Business Unit, Tata Motors Ltd. said,** “Tata Motors has been a pioneer in creating and growing the small commercial vehicle market first in India and then in Nepal, with a varied portfolio in this segment. With the advantage of being the market leader in the segment, we know our customer requirements very well and the Ace Mega is one such product which emerges out of our in-depth knowledge and consumer insight. With the introduction of the Ace Mega, we are confident that it will become a key business partner for thousands of entrepreneurs and market load operators across the country. Like other members of the Tata Ace family, it will strongly contribute to an entrepreneur’s bottom line of business operations and progressively increase the top line with segment-leading uptime.”

Tata Motors continues to develop its commercial vehicle range based on the three core vectors of DesigNext, PerformanceNext and FuelNext, to cater to the evolving needs of customers. The Tata Ace Mega has also been developed on these core vectors, delivering superior performance and increased profitability due to more speed and load carrying capacity, low cost of ownership, improved style and comfort.

With the best-in-class combination of power, speed, and fuel efficiency, the Tata Ace Mega comes equipped with the technically advanced 4th generation 2 cylinder 800 cc DiCOR engine, which delivers 40 HP of power. The light-weight aluminum engine and the smartly calibrated 5-speed gearbox facilitates a smooth drive and for class leading fuel efficiency of 18.5kmpl\*\*. Large brakes with 7 inch Brake boosters coupled with LCRV ensures best-in-class brake efficiency and longer life of the vehicle. The strong and rugged front and rear leaf-spring suspensions and axles makes the Tata Ace Mega a perfect vehicle for varied load and road conditions. Best-in-class speed of 90kmph ensures more trips due to the low turnaround time.

Aesthetically designed in-house, the Tata Ace Mega comes with a comfortable cabin with an ergonomically located driver console, glove-box with lock, provision for music system, mobile charging facility, digital clock and full fabric seats. On the exterior, stylish body colored bumper, new front protective wheel arch eyebrows, new sporty body graphics, wide angle ORVM on both sides further accentuate the vehicle’s stance. The vehicle also offers a suitable cargo load deck size for market load operation and a rated payload of 1-ton with a new reinforced load body. The 14inch tyres, high ground clearance of 175mm and gradeability of 30 percent ensure the stability of the vehicle on varied load and road conditions.

The service and maintenance attributes of the vehicle, guarantees peace of mind for customers. With over 25 service touch points and a workshop, Tata Motors’ authorized distributor Sipradi Trading Pvt. Ltd. has the widest service network in the country. The vehicle also comes with an assured warranty of two years / 72,000km (whichever is earlier).

Highlighting the success of this path-breaking innovation, the Tata Ace family has surpassed over 1.5 million sales since 2005 globally. The Ace family has helped uplift many lives and has been a strong contributor to the growth of many entrepreneurs and small scale businesses in Nepal.

With the largest and still growing network strength in place, new launches and specific marketing interventions, Tata Motors continues to be the dominant player in the SCV and last mile transport space, making huge strides in this segment.

\*\* *The mileage figures are as certified by ARAI*.

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# About Tata Motors

Tata Motors Limited is India’s largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. 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 8 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.

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