

Tata Motors launches Tata PRIMA – The World-Smart Truck, in Kenya

Nairobi, Kenya 28th April, 2015: Tata Motors, India's largest automobile manufacturer, today launched six new next-generation PRIMA heavy commercial vehicles, for the very first time in Kenya, with partner Tata Africa holding Kenya Ltd.

Setting new benchmarks in styling and features, the next-generation Tata PRIMA is a combination of power, world-class performance, fuel efficiency, superior technology and safety. The Tata PRIMA has been built with technical inputs from across the world – an Italian cab design, engine technology from the USA, gearbox expertise from US and Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line, hence is also referred to as the 'World-Smart Truck' by Tata Motors.

The launch of these new next-generation commercial vehicles marks Tata Motors continued efforts towards changing the trucking landscape and rough roads in Kenya' and consisting of a series of configurations on the PRIMA platform. In the **Tipper segment**, Tata Motors introduced the **PRIMA LX 2523.K**, **PRIMA LX 2528.K** whereas in the **Cargo segment**, Tata Motors introduced the **PRIMA LX 2523.T**, **PRIMA LX 3123.T** and the **PRIMA LX 4023.S** and the **PRIMA 4938.S** all of which have different combinations of drivelines, meeting end-user requirements for varied applications.



Commenting on the launch, Mr. RT Wasan, Head – International Business, Commercial Vehicles Business Unit, Tata Motors said *"The launch of the PRIMA range in Kenya is an important milestone in Tata Motors' continued expansion in the Kenyan market and the East Africa region. As one of the Major players in EA Region, we are committed to shaping the commercial vehicle industry here with the latest global technologies giving the Kenyan customer competitive business advantages, with the trusted credentials of the Tata Motors brand. The Tata PRIMA shaped by technology, know-how and expertise with global standards of power, durability, payload, emissions and safety will enable customers upgrade to a new-age truck, with new-age global specifications and systems, a result of customer feedback combined with years of experience in the trucking business. The range being launched today is world-smart in every sense,"*

Equipped with strong aggregates and a robust chassis frame and suspension, the Tata PRIMA range launched today can meet the highest operating standards under extreme conditions. Having been extensively tested to confirm with global standards, the next-generation range of Tata PRIMA commercial vehicles boasts outstanding material and build quality, comfort, driving dynamics and economy, and continues to offer advantages of a Tata Motors commercial vehicle of lowest total cost of ownership.

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The driveline of all 6 vehicles comprises of the latest engine technology from Cummins Inc. with an output of 230HP, 280 HP and 380 HP with transmission and axle technology from leading aggregate manufacturers across the world. The new-age range from Tata Motors, offers faster turnaround time and enhanced profitability for business, making it an ideal work horse for movement of goods and materials across distances or even doing the harshest duty at construction sites.

The new generation cabins of the Tata PRIMA, also offers completely new stylized interiors, with a focus on driver comfort. Besides the mechanics of the vehicle, the uniqueness of the Tata PRIMA is that its cockpit is both functional and attractive, with a separation in terms of the drivers working and living area. The smartly designed dashboard is attractive and can be comfortably accessed by the driver. The cabin is air-conditioned with ample amount of space for the occupant, including reclining seats with arm rests for added comfort, an adjustable steering system, for best possible control in all conditions and a speed governed and additional fuel filter.

The **PRIMA LX 2523.T** and **PRIMA LX 3123.T** are the first products to extend the PRIMA DNA into the multi-axle trucks category with a GVW of 25 tonnes and 31 tonnes, come with a high performance Cummins ISBe 5.9 common rail engine generating 230 hp. This engine is derived from India's most popular CV engine, the Cummins 6BT, along with Eaton's ES-9106A DD gearboxes providing familiarity and reliability to the customers. The driveline upgrade also includes the heavy-duty Tata RA 110 rear axle for high performance and reliability. These vehicles are the first multi-axle trucks in India & now Kenya to get the world class PRIMA cabin and all its features including the 4-point suspension, mechanically suspended seats, AC and wide bunks. The PRIMA cabin being the widest cabin available on multi-axle trucks in India & Kenya, will give the driver benchmark levels of visibility, safety and driving comfort.

The **PRIMA LX 4023.S** is tractor head with proven Cummins ISBe engine that delivers plenty of power along with greater efficiency - the perfect combination to increase your returns. Larger clutch in line with a heavier driveline, for increased clutch life & better performance coupled with Tata G 1150 OD gearbox with 9-speed ranges with overdrive, helps the engine stay within the optimal rpm range, reducing fuel expenses. Heavy-duty single reduction rear axle completes a truly optimal drivetrain.

The **PRIMA 4938.S** is tractor head with proven Cummins ISLe engine that delivers plenty of power along with greater efficiency - the perfect combination to increase your returns. Larger clutch in line with a heavier driveline, for increased clutch life & better performance coupled with 9-speed Eaton transmission with overdrive, helps the engine stay within the optimal rpm range, reducing fuel expenses. Heavy-duty Hub reduction rear axle completes a truly optimal drivetrain. The tractor's spacious air-conditioned cabin includes reclining seats, adjustable steering wheels and armrests for driver comfort. It has got two sleeper bunks with an ambience control system near the bunks for controlling conditions within the cabin during sleep.

The Tipper Construck **PRIMA 2523.K LX and PRIMA 2528.K** is specially designed with world-class features that ensure maximum power and productivity. Matching global standards of excellence, the vehicle is backed by a high-performance CRDi Engine by Cummins coupled with proven Tata G1150 9-speed Gearbox that is perfectly suited for all heavy-duty applications, regardless of the terrain. Heavy Duty 37T Bogie Suspension for the comfortable ride, lightweight load body with optimum deck length meets all loading and unloading requirements and allows faster trips, thereby permitting higher profitability. Good quality, reliable aggregates guarantees low maintenance cost and longer service intervals. The vehicle scores high on AC cabin comfort and Tata Motors' trusted service network offers complete peace of mind.

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A multiple award-winning range of trucks from Tata Motors, the Tata PRIMA is today available in different trims, including multi-axle trucks, tractor-trailers and tippers, apt for several applications, thus meeting varied end-user requirements. A combination of increased productivity and longer life makes the PRIMA range an indispensable asset – be it to large captive users, miners, transporters or owner-drivers who operate small fleets. With the range extending upto 49 tonnes and engine options upto 380 bhp, the Tata PRIMA is an ideal work horse for movement of goods and material across distances and terrains.

Tata Motors recently also launched another initiative for its commercial vehicle business called **TATA GENUINE PARTS (TGP)** selling genuine spares in Pilfer proof packaging. TGP offers long life and reliable performance to owners of single trucks and fleets as its parts are made of superior quality material and conform to OE (Original Equipment) specifications. Not only is every part designed as per exact vehicle specifications, but has to pass multiple quality control checks. Every Tata Genuine Part is packaged and branded to ensure customers get the right quality part, also enabling them to identify with the package

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About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,32,834 crores (USD 38.9 billion) in 2013-14. 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, CIS and Russia.

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About Tata Africa holding Kenya Ltd. (TAHL)

TATA Africa Holdings Kenya Limited, incorporated in 2006, is a fully owned subsidiary of TATA Africa Holdings (SA) Pty Limited. The major business interests of TATA Kenya include Assembly and distribution of Tata Commercial vehicles; Distribution of John Deere Tractors, implements and Agricultural machinery, pharmaceutical distribution; trading of infrastructure and construction equipment's; information and communication technology development spanning a diverse number of business verticals such as banking, insurance, telecom, government sector and healthcare; Trading in Chemicals and Steel.

TATA Kenya, as an ISO 9001:2008 certified organization, is the sole distributor of Tata Motors Limited in Kenya. Our mission is to provide the most reliable and economical vehicles for the Kenyan industry at an affordable cost & ease of maintenance. Tata Kenya with its customer centric approach has developed a country wide network of fifteen sales and service outlets to be closer to its customers. It also provides full-fledged after-sales support services with a fully stocked Spare Parts Store & a modern Workshop manned by a professional team of qualified mechanics & technicians at Nairobi.

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