

Tata Motors launches its new SIGNA range of commercial vehicles

Showcases production ready ULTRA Sleeper Cab, along with 7 other future ready offerings

SIGNA Range Highlights:

- Launch of a new SIGNA range of Medium & Heavy Commercial Vehicles, offering trucking solutions from haulage to construction segments
- Aerodynamic front fascia signature design
- A large cabin accommodating improved ergonomics, NVH levels for superior in-cab experience
- Large Windscreen for good all-round visibility & road view for more safety
- In-built telematics system – Tata FleetMan
- Proven and reliable drive



ULTRA 1518 Sleeper Cab Highlights:

- New fully-built ULTRA walk through extended cabin, seating three with a sleeper bed
- New 5 liter, 4 cylinder engine, with a power range of 180- 210 PS, producing torque @ 590-805 NM
- Gross Vehicle Weight (GVW) of 15.7 ton and a payload of 9.7 tons
- Forced ventilation standard. HVAC, Telematics system options.

New Delhi, February 04, 2016: Tata Motors, India's largest commercial vehicle manufacturer today launched its new SIGNA range of Medium & Heavy Commercial Vehicles, at the SIAM Auto Expo 2016. Offered in various configurations, the SIGNA range of commercial vehicles is engineered & built to offer Medium & Heavy commercial vehicle buyers, a newly designed cabin, with proven Tata Motors aggregates, for a world-class trucking experience. On display at the Auto Expo 2016, Tata Motors showcased three variants from the SIGNA range – the SIGNA 4923.S tractor, the SIGNA 3118.T multi-axle truck and the SIGNA 2518.K tipper.

With its smartly designed cabin space, improved ergonomics and NVH levels, the SIGNA range of cabins are built to offer a superior in-cab experience, enabling drivers to operate fatigue free over long hauls, which in turn offers significant improvement in productivity. With an inbuilt telematics system, by TATA FLEETMAN, the new SIGNA range empowers fleet operator with a more connected experience, to better manage their transport business through optimum driver, vehicle and fuel management.

Tata Motors also unveiled the ULTRA 1518, an all-new production ready variant from Tata Motors ULTRA range of Intermediate & Light commercial vehicles. With a fully-built extended SLEEPER cabin, the ULTRA 1518 is designed to enhance operational efficiencies for a commercial vehicle operator, with faster turnaround. Equipped with three seats and a sleeper bed, the TATA ULTRA 1518 will ensure fatigue free commercial vehicle operations, thereby multiplying productivity, with the vehicle constantly on the move, ensuring quicker returns on investment.

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Commenting on the launch of the new Tata SIGNA series of M&HCV's, Mr. Ravi Pisharody, Executive Director, Commercial Vehicle Business Unit, Tata Motors, said, *"For over six decades, we at Tata Motors have played a significant role in defining the Indian commercial vehicles landscape, recognizing customer needs, introducing game-changing product and categories, touching the lives of millions every day. Today's unveil in the form of the new SIGNA range of medium & heavy duty commercial vehicles and the ULTRA 1518, is a showcase of that strength, presenting years of hard work, along with world-class engineering, commercial vehicle design and technologies, all aimed at increasing fleet efficiency, at the same time attracting the best drivers. With these commercial vehicle offerings, we hope to bring modern trucking mainstream, addressing emerging needs, for a safe, comfortable and connected commercial vehicle experience.*

Reiterating Tata Motors commitment to the future of the commercial vehicle industry, Mr. Ravi Pisharody further added, *"At the Auto Expo 2016, we also have on display our capabilities across the commercial vehicle spectrum, with technologies powering the future of goods and passenger movement. From the last mile Magic Iris Ziva, propelled by Hydrogen based Fuel-Cell technologies, the Tata Starbus Hybrid – the world's first commercially produced CNG Hybrid Bus, to a new-generation last mile goods transport solution from the ACE family – The TATA ACE MEGA XL. With these new future ready products, we are all set to revolutionize the commercial vehicle industry here in India, and I am convinced that we're setting new benchmarks for the entire industry."*

Ideal for customers who want to upgrade their commercial vehicles, the SIGNA range will continue to offer best business returns, with proven and reliable aggregates, a better in-cab experience, along with a more connected drive.

Following is a descriptor of products from the SIGNA range on display –

The **Tata SIGNA 4923.S**, is a tractor offering from Tata Motors new SIGNA range of commercial vehicles. With a Gross Combination Weight (GCW) of 49000 Kgs, when coupled with suitable trailers, the Tata SIGNA 4923.S proven and reliable Cummins ISBe 5.9 Common Rail engine, delivers power of 230 PS and a torque of 850Nm, with best-in-class Fuel Efficiency and is based on proven powertrain and aggregates, like the G1150 Gearbox and RA109SRT rear axle. Empowering customers with the lowest Total Cost of Ownership, the Tata SIGNA 4923.S is also offered with multiple fully-built load body options, making the vehicle a preferred choice for transporters for various applications.

The **Tata SIGNA 3118.T** is an MAV truck from Tata Motors new SIGNA range of commercial vehicles, with both steerable and Lift Axle options. With a Gross Vehicle Weight (GVW) of 31 ton, the SIGNA 3118.T is powered by a world-class Tata Cummins B5.9 L– 6 cylinder engine, with an optimum combination of 180 PS and flat torque of 675 Nm at lowest rpm range, delivering best-in-class fuel efficiency and highest engine life. Coupled with a strong and sturdy chassis and vehicle aggregates, the SIGNA 3118.T is most suitable for all applications, also providing customers with the lowest Total Cost of Ownership (TCO)

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The **Tata SIGNA 2518.K** is a Construction and Mining offering from Tata Motors new SIGNA range of commercial vehicles. With a Gross Vehicle Weight (GVW) of 25 ton, the Tata SIGNA 2518.K is powered by a world-class Tata Cummins B5.9 L– 6 cylinder engine, with an optimum combination of 180 PS and flat torque of 675 Nm at lowest RPM range, delivering best-in-class fuel efficiency and highest engine life. With a reliable and proven power train, the new Tata SIGNA 2518.K offers its customers better productivity and lowest cost of operations, for a construction vehicle. Multiple options of aggregates combinations and load bodies making the Tata SIGNA 2518.K a versatile workhorse for various applications.

After the world-class range of Prima trucks, Tata Motors introduced another global standard of trucks in the Intermediate & Light commercial vehicle segment – the Tata ULTRA range. Designed to be stylish and futuristic, with smart utility features, the Tata ULTRA was engineered keeping in mind, changing customer needs and technology and based on an extensive feedback from customers and drivers, to better understand their expectations of an ILCV truck. Launched in 2014, the ULTRA range was introduced to fast track a consumer's business growth and deliver a reliable, safe and comfortable trucking experience.

Being showcased at the Auto Expo 2016, the **Tata ULTRA 1518** is based on a combination of world-class performance parameters, with enhanced levels of durability and reliability of the ULTRA platform, enabling Tata Motors to set new benchmarks in the Intermediate commercial vehicles space. A combination of driver comfort, high load carrying-capacity and safety, along with best life-cycle cost, makes this new offering from Tata Motors, versatile for various applications.

With a Gross Vehicle Weight (GVW) of 15.7 ton and a payload of 9.7 tons, the ULTRA 1518 boasts a new 5 liter, 4 cylinder engine, with a power range of 180- 210 PS and a torque range of 590-805 NM, offering best-in-class fuel efficiency.

The ULTRA 1518 is comfortable. Furnished with a spacious cabin, equipped with a gear knob in the dash board and a fully trimmed power steering, seating three, along with a bed, ensures a safe and comfortable working design for the driver. Additionally the Tata ULTRA's 1518 adjustable and collapsible steering column and braking system, that's full air type with ABS, adds to the safety of the vehicle. The vehicles parabolic suspension system further adds to the comfort and sturdiness.

Designed to be fitted with HVAC and telematics, will further make the Tata ULTRA 1518 – Sleeper, a fundamentally more reliable asset, offering efficient solutions for optimum business profitability.

Priced competitively, all three SIGNA variants will be available across all Authorized Tata Motors Commercial Vehicle dealerships, across the country. The SIGNA range will be available in the price range of Rs. XX lakhs to Rs. XX lakhs (ex-showroom Delhi).

Other Showcases from Tata Motors Commercial Vehicles Business @ Auto Expo 2016

SMALL COMMERCIAL VEHICLES

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for immediate use

PRESS RELEASE

- *ACE MEGA XL – Last mile cargo transport with a rated payload of 1Ton, 8-feet loading deck, with a top speed of 80 km/hr*
- *MAGIC IRIS ZIVA – Gearless, Clutch less with Futuristic Hydrogen Fuel Cell technologies, for Zero emissions*
- *ULTRA 1415 4X4 – A 4X4 rugged performer, with a snow plough and a hydraulic crane*

BUSES

- *STARBUS HYBRID – World's first commercially produced CNG Hybrid Bus, using Electric & CNG modes (BS IV compliant) as fuel*
- *ULTRA ELECTRIC – First full-electric bus from Tata Motors, with Zero Emissions and Noiseless operations*

MEDIUM & HEAVY COMMERCIAL VEHICLES

- *PRIMA 4040.S – Long Haulage Articulated Tractor or long haul voluminous/white goods carriage, with key safety features such as Lane Departure Warning System (LDWS) and Autonomous Emergency Braking System (AEBS)*
- *T1 PRIMA RACING TRUCK –Showcased the T1 PRIMA race for Season III*

With the theme **#TataMotorsSmartHub**, derived from the synergy between **'Smart Technology'** and **'Smart Products'**, Tata Motors is featuring a line of world-class products from its Commercial Vehicle stable.

The Commercial Vehicles Hub, of Tata Motors Pavilion at Auto Expo 2016, also has a host of exciting and engaging zones, starting from a thrilling virtual T1 Prima Truck Racing championship game that uses Kinect technology, for a fun game through hand gestures. The commercial vehicle hub also has a Champion's Selfie zone, where motorsports fans can take a selfie with the prestigious T1 Prima Truck Racing Championship Trophy. The merchandise zone has exciting trucking merchandise for truck racing enthusiasts.

With all these under one roof, Tata Motors at the Auto Expo 2016 is hosting the largest stall amongst all OEMs and is introducing visitors to the next level in automobile technology.

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.

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

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