

for immediate use

**PRESS RELEASE**

## **Tata Motors launches the all-new Tata Intra V10 in Philippines**

**Manila, 13 October 2022:** Tata Motors, one of the world's leading commercial vehicle manufacturers, today announced the launch of the all-new Tata Intra V10, in association with its authorised distributor, Pilipinas Autogroup Inc., in Philippines. Built on Tata Motors 'Premium Tough' design philosophy, the versatile Intra V10 is developed on a modular platform that meets the evolving needs of new-age customers. The vehicle aims at improving the profitability of First Time Users (FTUs) and Micro, Small & Medium Enterprises (MSMEs) in Philippines. The Intra V10 is ideal for multiple cargo & passenger movement applications that includes aluminium container van, mobile kitchen, stake van and patrol van amongst others. This new product introduction will be further supported by a nationwide dealership network of sales, service and spare parts.

The feature-loaded Intra V10 is built on a hydro forming chassis frame with a reinforced cabin, which ensures increased structural strength, durability and provides lower NVH levels. It features a walkthrough cabin with comfortable seats and a dashboard-mounted gear lever enabling easy and fatigue-free driving. The rugged and reliable aggregates, account for an overall lower cost of maintenance and make it the best choice in its category. The Intra V10 has a large cargo loading area of 2450x1540mm.

Commenting at the launch, **Mr. Anurag Mehrotra, Vice President, International Business & Strategy, Commercial Vehicles Business, Tata Motors**, said, *"Tata Motors is committed to having a strong commercial vehicle presence in Philippines and will continue to deliver superior value proposition by introducing holistic mobility solutions. The all-new Tata Intra V10 features are augmented for customer's low operating costs and profitability. We are confident that Pilipinas Auto team will support with utmost dedication in sales, financing and service. We firmly believe that the customers will appreciate Intra V10 as it is aimed at delivering lower total cost of ownership (TCO), building on Tata Motors' legacy of providing highly efficient and reliable products that ensure complete customer satisfaction."*

Speaking at the event, **Mr. Jon Fernandez, Director, Pilipinas Autogroup Inc.**, said, *"We are confident that the all-new Tata Intra V10 will be a preferred choice for the customers across the country. With a robust network of sales and service outlets in Philippines, we are committed to improving and enhancing our customer's experience with the Intra V10. For ease of acquisition, partnerships are in place with major banks like BDO, BPI, Security Bank, PS Bank, Maybank and Eastwest Bank for affordable auto financing products. Tata Intra will now be available at as low as 99,000 peso down payment promo financing scheme. Additionally, Tata Genuine Parts are now available online to help boost vehicle uptime and lower the total cost of ownership (TCO)."*

### **The all-new Intra V10**

- ✓ 2-cylinder 798cc Direct Injection Diesel engine
- ✓ Delivers 40HP of peak-power @3750rpm and 96Nm of peak-torque @1750-2500rpm
- ✓ Payload capacity of 800kg
- ✓ Grade-ability: 35%
- ✓ Hydraulic assisted power steering
- ✓ Ventilated front disc brakes and rear drum brakes
- ✓ Heating ventilation and air conditioned cabin
- ✓ Integrated music system

Tata Motors also offers its premium aftersales service to its customers. With Intra V10, an extended warranty of 3 years or 120,000km with a 3-year scheduled service package up to 45,000km is offered to ensure a hassle-free journey. Tata Genuine Parts is now available online on Lazada for delivery throughout Philippines. Pre-booked doorstep service facility will provide a smooth ownership experience. In addition, trained staff at the authorised dealerships will ensure faster turnaround time.

### **About Tata Motors**

Part of the USD 128 billion Tata group, Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 37 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses, offering extensive range of integrated, smart and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and amongst the top three in the passenger vehicles market.

Tata Motors strives to bring new products that fire the imagination of GenNext customers, fuelled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by preparing a tailor-made product strategy, leveraging the synergy between the Group companies and playing an active role liaising with the Government in developing the policy framework.

for immediate use

**PRESS RELEASE**

With operations in India, the UK, South Korea, Thailand, South Africa and Indonesia, Tata Motors' vehicles are marketed in Africa, Middle East, South & South East Asia, Australia, South America, Russia and other CIS countries. As of March 31, 2022, Tata Motors' operations include 86 consolidated subsidiaries, two joint operations, four joint ventures and 10 equity-accounted associates, including their subsidiaries, in respect of which we exercise significant influence.

**Media Contact Information:** Tata Motors Corporate Communications: +91 22-66657613 / [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com)

**About Pilipinas Auto Inc**

Pilipinas Autogroup, Incorporated (PilipinasAuto) was established in 2014 and begun as the official distributor of Tata vehicles in the country. The company was founded by seasoned experts who have decades of experience in the automotive, consumer retail, service and insurance industry. PilipinasAuto has currently 12 dealerships across the country and markets the INTRA V10, Super Ace Mint, and modern PUV 1 under the Tata Brand.

Media Contact : Mr. Arlan Antonio Reyes Jr. – Marketing Division Head  
[arlanreyes@yahoo.com](mailto:arlanreyes@yahoo.com)  
0917-8496363

**-ENDS-**