

Tata Motors unveils its new range of light trucks - ULTRA –the Business Utility Vehicle at Futuroad Expo 2017, South Africa

Johannesburg, September 27, 2017: Tata Motors, one of the leading commercial vehicle brands in South Africa, today unveiled its new generation range of commercial vehicles - Tata Ultra, The Business Utility Vehicle at Futuroad Expo, 2017 in Johannesburg, South Africa. Three new models from Ultra range were showcased including ULTRA 814 (4.5T), ULTRA 1014 (5.5T), and ULTRA 1418 (7.5T). **The Tata ULTRA is designed & tested for South African conditions** and will deliver five key benefits

- **Ultra Versatility** with multiple wheelbase & payload options.
- **Ultra Performance** with a powerful 140 PS CR engine and new gen 6-Speed Over Drive transmission.
- **Ultra Comfort** with extra space, ergonomic seating, best-in-class NVH and standard HVAC ensuring higher driver productivity.
- **Ultra Style** with elegant & stylish aerodynamically designed cabin.
- **Ultra Safety** with full air brake and a cabin meeting European safety norms

Be it for large fleet, captive users, fleet rental companies or logistics companies, the Tata ULTRA offers class-leading features such as widest cabin & track that makes it one of the most versatile platform for wider and longer bodies. With three wheelbase options & payloads ranging from 3 to 8 tons, the Ultra platform is designed to deliver across applications making this offering a true business utility vehicle.

Commenting on the occasion, Mr. Rudrarup Maitra, Vice President, Commercial Vehicles, International Business, Tata Motors said, *“The Tata ULTRA range is a result of extensive feedback from customers in the South African market and we are proud to introduce this pioneering range of trucks here in South Africa. The Tata Ultra 814 is the first variant to be launched in South Africa and we are looking forward to launching the Ultra 1014 and the AMT versions of both models in the New Year. The Ultra range will be assembled locally at the Tata Motors South Africa (TMSA) plant situated at Rosslyn, Pretoria.”*

Commenting on the unveiling of the Tata Ultra, Ms. Ruchira Kamboj, Indian High Commissioner to South Africa, said, *“India is proud of the Tata brand which combines excellence with honour and integrity. I would add that their products are not just technically superior but with a heart. The Ultra range is crafted with extensive feedback drawn from the South African market and I have no doubt that this will exceed every customer’s expectations.”*

Mr. Len Brand, Executive Director & Head Distribution Vertical of Tata International Ltd said, *“The Tata ULTRA is a true Business Utility vehicle in every sense and is an important milestone in Tata’s continued focus on South African market. After the success of Tata Prima vehicles, the Tata Ultra is another future-ready range, designed for comfort & performance. Tata ULTRA will help us address a larger commercial vehicle customer base, varied application segments and enable customers upgrade to a new-age Business Utility truck in the freight carrier short & medium haul distribution segment.”*

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Mr. Niraj Srivastava, Head - Tata Africa – Auto Business said, *“Delivering a higher uptime to customers is our key objective and we will ensure that our customers are served with complete satisfaction. Tata Automobile Corp SA Pty (TACSA) has countrywide network presence and extensive parts availability. Ultra 814, which is first of the Ultra series will be offered with a 2 years / 120,000 Kms service plans and 2 Years/ unlimited Kms warranty is offered to ensure complete peace of mind to our customers.”*

Alongside Tata Ultra, Tata Motors also showcased its technologically advanced, smart range of commercial vehicles which included: PRIMA 3338.K 8x4 Tipper, the Super Ace Mint, the Xenon X2 Automatic (AT) 4x4 bakkies and the Prima T1 Racing Truck.

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For more information, please refer adjoining annexure or visit our website at www.tatamotors.com or www.tata.co.za and like the Facebook page <https://www.facebook.com/tatacommercialvehicles/>.

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

Tata Africa Holdings

Tata Africa Holdings is the main promoter company of the Tata group in Africa. Established in 1994, Tata Africa Holdings operates as the nodal point for Tata businesses in Africa. It is responsible for identifying development opportunities and promoting new projects. The company is a subsidiary of Tata International and is headquartered in Johannesburg, South Africa. Tata Africa Holdings has a strong presence in over 13 African countries with investments exceeding US\$145 million. The company operates in several business sectors across Africa and has entered into joint ventures and partnerships with several African companies. It has businesses in Ghana, Kenya, Malawi, Mozambique, Madagascar, Nigeria, Senegal, South Africa, Tanzania, Uganda, Zambia, Zimbabwe and the Ivory Coast. Presence via partners & satellite markets served extends to over 15 countries. Tata Africa Holdings shares the core Tata values of business ethics and commitment to corporate social responsibility. Over a period of three decades Tata Africa Holdings has entered into joint ventures and partnerships with several African companies to help develop local resources and talent.

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