### TATA MOTORS

## **AUTO EXPO 2023**



# Upping the ante

At Auto Expo 2023, we showcased 14 vehicles and concepts that will define our journey towards a sustainable future, and enable our customers to make a seamless transition to clean and commercially viable mobility solutions.

## Unique hydrogen propulsion concepts

### PRIMA H.55S

India's first Hydrogen ICE powered concept truck



PRIMA E.55S India's first Hydrogen fuel cell powered Tractor concept



STARBUS FUEL CELL EV India's first Hydrogen fuel cell bus for commercial application



SIGNA

## Two fuel agnostic architecture

### AZURA

(7 to 19T range), underpinned by the new generation architecture for I&LCVs, with all new exteriors and interiors



(28 to 55T range), underpinned by the new generation, all-energy architecture and modern cabin



## Value added services exhibits

FLEET EDGE THE NEXT GENERATION DIGITAL PLATFORM SAMPOORNA SEVA BOUQUET OF VALUE ADDED SERVICES



## Unveil: EV concepts and vehicles

### ACE EV

Zero emission last mile distribution small commercial vehicle





STARBUS EV

MAGIC EV

Electrified version of India's favourite last-mile passenger transport

# PRIMA E.28K

Zero emission versatile tipper concept for mining and closed loop applications





## Reveals

### YODHA CNG & INTRA V20 BI-FUEL

(long range) - new CNG powered pick-ups



PRIMA G.35K

India's first LNG Tipper for heavy duty applications



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305-551 FINANCIAL STATEMENTS

ULTRA E.9





E-DUKAAN ONLINE MARKETPLACE FOR SPARES AND CONSUMABLES TATA MOTORS



Zero emission, battery electric

smart logistics city truck for intracity high-capacity urban cargo transportation

State-of-the-art, Zero emission, Urban public transport solution







### WINGER

Premium version of popular Winger with luxurious interiors that re-defines the ride comfort



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## **AUTO EXPO 2023**

## ICE portfolio

We presented 12 vehicles and concepts of India's best designed and smartest range of personal mobility solutions. Our India-centric, new-age personal mobility solutions come with smarter and safer technologies and world class powertrains that deliver low emissions and superior performance.

Unveiled new league of #DARK products with an adaptive User Interface boasting a new look and feel, a desirable larger Infotainment Screen of 26.03 cm and 10 new ADAS features

**NEW FOREVER SAFARI #DARK** 

### 1.2 AND 1.5L TGDI ENGINE







TO CATER TO THE NEEDS OF ENHANCED PERFORMANCE ALONG WITH LOWER EMISSIONS, A NEW FAMILY OF TURBOCHARGED GASOLINE DIRECT INJECTION ENGINES WAS UNVEILED. THESE LIGHT WEIGHT. POWER PACKED ENGINES WILL DELIVER A SUPERB BALANCE BETWEEN POWER, REFINEMENT AND FUEL ECONOMY OFFERING CUSTOMERS AN EXHILARATING DRIVING EXPERIENCE.

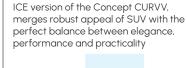


### ALTROZ RACER

Altroz Racer is the performance avatar of the ALTROZ with race car-inspired design combined with exhilarating performance



### CURVV





TWIN CVI INDER

TECHNOLOGY

## **EV** portfolio

We are driving towards a greener future mandate that demands an urgent collaborative action to reduce carbon emission. With an aim to attain net zero emission by 2040, we are spearheading this mission with the support of our Gen 3 EV architecture strategy. With the Tiago EV, we have disrupted the market by making EVs more accessible. We unveiled products across the Gen 2 and Gen 3 architecture with the Harrier EV, Sierra EV, Avinya, which will make EVs more aspirational.

THE EV CONTRIBUTION IN OUR PORTFOLIO IS LIKELY TO **INCREASE TO 25% IN 5 YEARS** AND REACH 50% BY 2030.

### TIAGO EV

Launched in FY 2022-23, Tiago EV has accelerated the EV adoption by making it accessible to masses. Received strong response with around 10,000 bookings on the first day

### HARRIER EV

**SIERRA EV** 

The Sierra EV is designed by

placing 'Human Experience' at

the core of the vehicle concept

showcasing the promise of

lifestyle and a unique status

complemented by versatile

and plush interiors, emotionally

connecting across generations.

It showcases a timeless design

with well-balanced proportions

ensuring an universal appeal.

freedom—an outdoorsy

 $\mathbf{\Lambda}$ 

HARRIER EV, a Bold, Powerful, Intelligent, Electric All-wheel drive SUV, born of legendary pedigree, offers an extraordinary exterior design and future ready connectivity. This 5 seater monocogue SUV is engineered on the OMEGA Architecture, derived from the legendary Land Rover D8 architecture and developed in collaboration with Jaguar Land Rover. With HARRIER EV we are extending this pedigree to the Gen 2 EV architecture, delivering an uncompromised range and top-notch advanced features



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### AVINYA

AVINYA concept, an expression of a pure electric vehicle built on the GEN 3 architecture – introduces a new typology of mobility that liberates enormous roominess and comfort. With this, TPEM is all set to unleash a new breed of EVs that will redefine the automobile space. This path-breaking EV will be introduced to the market by 2025

