

Tata Harrier built on brand-new assembly line in the Pune plant

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OCTOBER 30 SAW the start of production of the upcoming Tata Harrier SUV from the company's Pune plant. Bookings for the snazzy looking SUV are open and the official launch will take place in mid-January 2019.

Tata Motors has put out footage of the very first Harrier rolling out of its Pune plant. The new video, which shows the Harrier's face and rear profile, also mentions how the brand-new, world-class assembly line for it was set up at the carmaker's Pune plant in just six months. It adopts the best manufacturing practices from Jaguar Land Rover and boasts 90 percent automation levels with over 100 KUKA and ABB robots.

As promised by Tata Motors' designers, the Harrier stays true to the look of the H5X concept from Auto Expo 2018 that previewed the model and also showcased at the Geneva Motor Show this year. While certain styling elements have been toned down, the final form is rather attractive.

FIRST MODEL ON IMPACT DESIGN 2.0

The Harrier is the first model to be designed to Tata's new Impact Design 2.0 philosophy and one of the highlights is the prominent, three-dimensional 'humanity line' (Tata-speak for the styling element that underlines the grille and headlights). The 'tri-arrow' pattern that is an integral element of the styling package is also seen on the light and fog lamp



L-R: Guenter Butschek, MD and CEO, Tata Motors, and Rajendra Petkar, Chief Technology Officer, with the first production-ready Tata Harrier. The new SUV will be launched in mid-January 2019.



The Tata Harrier production line at the Pune plant adopts best manufacturing practices from Jaguar Land Rover and has 90 percent automation levels with over 100 Kuka and ABB robots.



enclosures lower down on the front bumper. Chunky cladding and a scuff plate are other elements at the front.

There's a lot of cladding at the base of the doors as well, while the exaggerated wheel arches – again an element of Impact Design 2.0 – give the Harrier visual mass. What also adds some glamour to the sides is the rising glasshouse that's pinched at the D-pillars. Tata Motors hasn't revealed wheel and tyre sizes, but spy pics suggest 17-inchers will be the norm. There's a sleek flow to the tail-lights that

are linked by a blackened element. A spoiler atop the windscreen, and the neatly executed cladding and brushed silver elements on the bumper complete the look. In pictures at least, the Harrier sure delivers.

Tata Motors has not released photos of the final model's cabin as yet but Tata Motors has stated in the past that Impact Design 2.0 cars will boast clutter-free and practical interiors that will be high on quality. The Harrier will be a five-seater, though a seven-seater derivative (that will get its own name) is also in the works.

The Harrier will go on sale with a 2.0-litre diesel engine (christened Kryotec) and will be available with the option of six-speed manual and automatic gearboxes. According to Mayank Pareek, president, Passenger Vehicle Business Unit, Tata Motors, "With the all-new assembly line ready and the rollout of the first Harrier, we are now gearing up to start deliveries in early 2019. We are confident that the Harrier will set new benchmarks in the SUV segment, in 2019."

● **Tata Motors' sourcing strategy evolves with its turnaround plan, p12**

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