

Tata Motors launches the prestigious #Gold edition of its flagship SUV – The Safari

Debuts this elegant manifestation at the VIVO IPL 2021, in the City of Gold - Dubai

Mumbai, September 17 2021: Tata Motors, India's leading automotive brand today launched the exclusive edition of its flagship SUV – the Safari #Gold priced at INR 21.89 lakhs. Gearing up for the festive season and taking the prestige of the Safari a notch higher, this edition features an artful blend of class and hi-tech features. The Safari #Gold edition will be available in two carefully crafted, special colour - ways that accentuate the Safari's stunning design even further.

- **The White Gold**, derived from the premium Frost White colour, offers a stunning contrast of black and white. The black roof adds a unique dual tone appearance that commands attention at first glance. Adding to it, the glistening Mont Blanc Marble finish mid pad with subtle golden accents creates an endless environment of serenity and luxury.
- **The Black Gold** avatar redefines luxury with its intense Coffee Bean inspired Black exteriors. Along with the radiant golden accents on the exteriors, the Black Gold promises to be bold and at the same time beautiful. The interiors of the Black Gold complement the exteriors with a stunning combination of Dark Marble finish mid pad and golden flourishes throughout the cabin.

The interiors have been further enhanced with premium features like Oyster White Diamond Quilted - genuine leather seats, offering ventilation on both the 1st & 2nd rows, wireless charger, air purifier, Android Auto & Apple Carplay over Wifi, making it the most impressive version of the Safari yet.

This exciting incarnation will make its first public appearance at the VIVO IPL 2021 in Dubai. Furthermore, keeping the on-going pandemic in mind, Tata Motors has introduced the 'Safari Gold Hit Challenge' in this season. For the same, every time a batsman hits a six and the ball lands on either the car or the car display podium or the Safari #Gold LED commercial board, Tata Motors will contribute an amount of Rs 2 lakhs to The Akshaya Patra Foundation, a renowned NGO doing outstanding work towards Covid - 19 relief throughout India.

Commenting on the introduction of the Safari #Gold, Mr. Vivek Srivatsa, Head - Marketing, Passenger and Electric Vehicles Business Unit, Tata Motors said, *"In less than five months after its launch, our premium flagship SUV, the new Safari reached the milestone of its 10,000th rollout and today is among the highest selling SUVs in its segment. The Safari has received immense love from our customers and keeping in mind the response, we are delighted to announce the introduction of the prestigious Safari #Gold Edition from Tata Motors. Staying true to its DNA and in line with our New Forever philosophy, Safari #Gold is a vision of luxury and opulence. With a rich mix of exquisite design elements added on the exteriors and interiors, this special version is equipped with top of the line features, heightening the sense of comfort and indulgence for an effortless driving experience. To debut this new offering what better platform than the IPL itself. The vehicle will be on display in stadiums across the second leg of season. We are excited to showcase this product in Dubai and are confident that it will command a lot of buyers' attention during this festive season."*

Speaking on this continued partnership, Mr. Brijesh Patel, Chairman, IPL said, *"We are looking forward to Tata Motors continuing their association for this year's second leg of the VIVO IPL in Dubai. We are delighted to observe that Tata Motors has chosen IPL as a platform to launch their flagship – The Safari #Gold Edition. We are sure that VIVO IPL will serve as the best platform for showcasing this exquisite version of the Safari to all our viewers in India and abroad. Tata Motors has been the official partner of the tournament since 2018 and our relationship with them continues to grow stronger with each passing year. Over the three seasons, we have witnessed the company's efforts to make the tournament exciting for their customers as well as for the fans through a variety of initiatives at the tournament venues. We are looking forward to yet another year of this fruitful association, while delivering great value to Tata Motors and the followers of the game, as we consolidate our partnership further."*

From the bold, confident lines to unparalleled versatility and luxury, the Safari #Gold will adorn exclusive colours with subtle yet elegant gold embellishments on the exteriors and the interiors and will come with R18 Charcoal Black Alloy Wheels. In addition to this new launch, Tata Motors is also extending some of the premium features like the wireless charger, air purifier and Android Auto/ Apple Car Play over Wi- Fi in the existing variants of the Safari range, which includes the Adventure edition. Tata Motors is

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currently leading the high SUV segment with a market share of 39% (YTD), and the launch of this outstanding product along with the upgrades to its existing range, is a symbolic act to celebrate the success with its customers.

Built on the very reliable OMEGARC architecture, which in turn is derived from Land Rover's legendary D8 platform, the Safari possess the perfect combination of stunning design and performance, meeting the needs of today's SUV customers, who want plush and comfortable interiors, unparalleled versatility, go-anywhere experience, top-notch safety and most up-to-date connected car technology for a modern, multifaceted lifestyle.

For more information and bookings, please visit <https://cars.tatamotors.com/suv/safari> or visit your nearest dealership

Brochure link <https://cars.tatamotors.com/suv/safari/downloads>

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