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PRESS RELEASE

Tata Nexon EV 'Mileage Challenge Rally' in Pune

Tata Motors curates special rally for its EV customers to spread awareness and address myths on range anxiety

Mumbai, January 19, 2021: Tata Motors, India's leading automobile company, organized a 'Mileage Challenge Rally' for its Nexon EV customers in Pune on Sunday, January 17, 2021. This unique initiative by Tata Motors was aimed at spreading awareness and busting myths surrounding EV's range anxiety. This specially curated rally was flagged off from Hotel Sayaji, covering a total distance of 100 kms, spread across 2-hours. The rally witnessed an overwhelming response with as many as 50 Nexon EV customers revving on the route with enthusiasm. Mr. Mukund Mavalankar, a proud owner of Nexon EV and a resident from Baner, was declared as the winner for achieving the highest range i.e. 376 km.

Organized for the first time, the Nexon EV Mileage challenge rally was a perfect opportunity for the EV owners and their families to get better acquainted with their electric car, learn new driving techniques, calculate the mileage per charge and also get recognized in the process. Over 200 proud owners (customers and their families), from Pune witnessed an outstanding driving capabilities of the Tata Nexon EV, which has created a benchmark in its category.

The Tata Nexon EV began its successful innings in January 2020, crafted as 'India's own Electric SUV', is today acknowledged as the most preferred electric car in India, and is by far the best seller in its segment. Designed to offer thrilling, connected drive experience with zero emissions and at an attractive pricing, the Nexon EV, an aspirational SUV, delivers an anxiety-free long range on a single charge with zero emissions. It is equipped with a powerful and high-efficiency 129 PS permanent-magnet AC motor, powered by a high capacity 30.2 kWh lithium-ion battery. The EV comes with a best-in-industry dust and waterproof battery pack, which meets IP67 standards. Furthermore, it offers 35 Mobile Apps based connected features, ranging from remote commands, vehicle tracking to driving behavior analytics, navigation and remote diagnostics.

For more information on the product, please visit – <https://nexonev.tatamotors.com/>

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