**Tata Sierra EV Concept**

The Tata Sierra EV Concept is the return of a Living Legend to the Tata Motors brand.

The Sierra Concept is a modern, progressive and optimistic look into the future of SUVs, now in an electric avatar. It is a car that asks, what is the future of the SUV? What is the future of mobility? How will this product form the narrative of a sustainable and responsible world? And finally it brings back the romance and spirit of an iconic nameplate in Tata Motors’ history. This is a vision that looks back and sees the future.

The Sierra EV Concept continues the development of the IMPACT 2.0 design language creating vehicles that look sharp and reflect the contemporary expression of Tata Motors design. It is a 4.1 metre SUV and is the third vehicle based on the new 'Agile Light Flexible Advanced' (ALFA) Architecture and is a full EV. Outstanding in quality and capturing the essence of the sophisticated customer, the Sierra Concept's design is dynamic and focused on the outside while providing class leading space and functionality on the inside.

On the exterior, the Sierra is a functional focused design that mirrors the active lifestyle of the customer. Inspired by the original Sierra’s iconic stance and window graphics the Tata Design team have created a product that is modern, progressive and yet captures the spirit of the original. Well balanced and poised, it is designed with tasteful minimalism. It can function as a rugged all round SUV but also as a mobility solution. The front face echoes the Impact 2.0 humanity line but reinterprets this in a new way expressing the EV identity. There is a balance between ‘tough tech’ along the bottom of the car expressed in the cladding and the platform and powertrain and ‘flush tech’ along the upper side which emphasizes quality and seamless surfaces.

The interior design is built on creating a spacious and stress free environment. The rear passenger layout emphasizes roominess, comfort and safety, creating an inviting atmosphere. It offers a unique and pioneering approach to mobility with a signature lounge layout for the rear passengers and the ability of the front passenger to rotate and share in this space. There they will enjoy the large panoramic windows and skylight. The dashboard forgoes the race to add more screens and instead offers a natural wooden tech shelf with the ability for the customer to bring their own device. This adds to the digital detox of the Tata Sierra experience creating an atmosphere where the users interact with each other and enjoy the vista.

The colours of the materials used throughout the Sierra Concept underline these values. The subtle pearlescent “off white” exterior colour complements front and rear lamp graphics representing modernity and the digital generation without looking aloof. The story continues inside led by the contours of wood grain accentuating gentle curves of light and a welcoming interior. On second look, you are invited to experience endless visual & tactile elements, subtle Jaali textures, combinations of off-white knit and geometric embossed textile, moss and finally yet importantly, etched graphics on recycled leather sections telling the Sierra story.

The search for utopia. The belief that the human condition can be improved by good design. That is the philosophy behind the Tata Sierra Concept. That is the future of mobility and the future of modern India.

**Technical Specifications**:

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| **Parameter** | **Description** |
| Length | 4150mm |
| Width | 1820mm |
| Height | 1675mm |
| Wheelbase | 2450mm |