**Tata HBX Concept**

The HBX concept gives a glimpse into Tata Motors’ next generation SUVs. This concept SUV offers a stunning package of performance, true SUV design and space that is made possible in such a small footprint.

Being the second vehicle built on the ALFA-ARC (Agile Light Flexible Advanced Architecture), the HBX Concept offers unmatched driving characteristics and the ruggedness of a true SUV and uncompromised safety. The stunning IMPACT 2.0 design language gives the vehicle not just a striking muscular road presence but also great functionality of space.

Packaged with great ability, performance and durability into its design, the HBX Concept is practical, comfortable yet versatile and power packed to drive. Engineered keeping in mind consumers with an active and dynamic lifestyle, the HBX Concept promises to offer thrill and excitement to the youth at every turn.

**STRENGTH OF ALFA-ARC**: This sub-compact SUV is the 2nd vehicle to be based on 'Agile Light Flexible Advanced' (ALFA) Architecture. This modular platform lends HBX its rugged stance, unmatched driving dynamics and most importantly, uncompromised safety.

**TRUE SUV DESIGN**: HBX Concept takes forward the Impact 2.0 Design philosophy. It is a great combination of true SUV design & thoughtfully designed class-leading interior space.

**POWER PACKED:** HBX is extremely power packed to drive. It is very versatile and promises to offer thrill and excitement at every turn; all in such a small footprint.

**COMFORTABLE & SAFE**: HBX is intuitively crafted to be very practical and comfortable. It is meant for a customer with an active and dynamic lifestyle. You can be on the go always, in very safe hands.

**TECHNOLOGY DRIVEN:** HBX offers best-in-class connectivity features integrated with the highly capable infotainment system.

Follow us on Instagram: @TataHBX\_Official- <https://instagram.com/tatahbx_official?igshid=342soj10pqha>