

## Tata Motors launches new 'ULTRA' Business Utility Vehicle in Kenya

- **Ultra-premium** cabin that's spacious, stylish and comfortable, with a new-generation instrument cluster, with best-in-class NVH and convenient utility features
- **Ultra performance** with a reliable Tata engine, new generation transmission, suitable for various applications

**Nairobi, June 09, 2016:** Tata Motors, among the Top 10 global truck and bus manufacturers, has launched its next-generation range of ULTRA Business Utility Vehicles, addressing customer requirements in the light commercial vehicle segment.

The Tata ULTRA is designed keeping in mind changing customer needs, for a commercial vehicle based on superior performance, with a comfortable world-class cabin, heavy-duty aggregates and multiple load-body configurations, offering customers the Tata Motors advantage of increased productivity and longer life.

Be it for large captive users, transporters or owner-drivers, the Tata ULTRA offers the lowest overall cost of ownership, safety and offers multiple features, setting new performance benchmarks in the light commercial vehicle segment in Kenya. The Tata ULTRA can cater to payloads ranging 4 to 11 tonnes and engine capacities from 125 HP to 180 HP.

**Commenting on the launch, Mr. Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors said** "At Tata Motors, the core philosophy behind the launch of every new commercial vehicle is an endeavor to contribute to modernize the market we cater to. The Tata ULTRA launched today, is a result of extensive feedback from customers and an immersive study into the lives of drivers to better understand their expectations, and is thereby designed to fast-track their businesses with superior all-round performance. As a major player, we are committed to shaping the industry here, with the latest global technologies, giving the Kenyan customer competitive business advantages with the trusted credentials of the Tata Motors brand."

**Mr. Rudrarup Maitra, Head-Commercial Vehicles International Business, Tata Motors said,** "With Tata ULTRA, Tata Motors has taken another step forward in its transformation journey, reaffirming the company's customer centric approach of offering next-generation commercial vehicles solutions to its customers especially in Middle East and African markets. Having successfully launched Tata Prima range of trucks in East Africa and South Africa last year, we hope to repeat the same with ULTRA. We are very excited with the buzz Tata Ultra has created during the trials in Kenya. An important product from the Tata Motors commercial vehicle portfolio, with ULTRA we hope to consolidate our position in the light-duty commercial vehicle space here in Kenya."

**Mr. Naresh Leekha, Regional Head East Africa of Tata Africa Holdings Ltd said,** "The Tata ULTRA is a true Business Utility vehicle in every sense and is an important milestone in Tata Africa's continued expansion in Kenya and the East Africa region. Tata ULTRA will help us to address a larger commercial vehicle base and also enable customers upgrade to a new-age truck with new-age global specification."

### ULTRA COMFORT, ULTRA STYLE & ULTRA PERFORMANCE

The ULTRA offers faster turnaround time and enhanced profitability for any goods carrying business, making it an ideal work horse for movement of materials across distances. The driveline of Tata ULTRA launched today has Tata's proven engine technology –TATA 497 TCIC engine, with an output of 125 HP. A new-generation transmission with aluminum casing – the G-550 six-speed gear-box with overdrive, with

cable-shift mechanism (a first-of-its-kind in Kenya) and axle technology, with reduced weight, offering superior performance and greater fuel efficiency for varied payloads.

The new generation cabin of Tata ULTRA offers completely new stylized interiors, with a focus on driver comfort and safety. Besides the mechanics of the vehicle, the uniqueness of the Tata ULTRA is that its cockpit is both functional and attractive.

The smartly designed dashboard offers features like Driving Economy Indicator and Water in Fuel Indicator. The gear lever is dashboard mounted, a unique feature in this class of commercial vehicles. The cabin has ample amount of space for the occupant, including a 3-way adjustable driver's seat with arm rests, an adjustable power steering system, for best possible control in all conditions, provisions for the fitment of various accessories including a music system, air conditioning and Global Positioning System (GPS) tracking. The design of the cabin helps give the driver benchmark levels of visibility, safety and driving comfort.

The trucks get 3 years or 2 lakh km warranty – whichever is earlier – and come in 3 colours – Arctic White, Arizona Blue and Sardinia Red.

#### **About Tata Motors:**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

#### **About Tata Africa holding Ltd, Kenya:**

TATA Africa Holdings Kenya Limited, incorporated in 2006, is a fully owned subsidiary of TATA Africa Holdings (SA) Pty Limited. The major business interests of TATA Kenya include assembly and distribution of Tata Commercial vehicles; distribution of John Deere Tractors, implements and Agricultural machinery, pharmaceutical distribution; trading of infrastructure and construction equipment's; information and communication technology development spanning a diverse number of business verticals such as banking, insurance, telecom, government sector and healthcare; Trading in Chemicals and Steel.

TATA Kenya, as an ISO 9001:2008 certified organization, is the sole distributor of Tata Motors Limited in Kenya. Our mission is to provide the most reliable and economical vehicles for the Kenyan industry at an affordable cost & ease of maintenance. Tata Kenya with its customer centric approach has developed a country wide network of fifteen sales and service outlets to be closer to its customers. It also provides full-fledged after-sales support services with a fully stocked Spare Parts Store & a modern Workshop manned by a professional team of qualified mechanics & technicians at Nairobi.

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