

## **Tata Motors together with DIMO launches the all-new Compact Sedan ZEST and the Sporty Hatchback BOLT in Sri Lanka**

### **Key Features of Zest and Bolt:**

- *First time ever – MULTI DRIVE: Sport, Eco, City*
- *All new REVOTRON 1.2 Turbocharged MPFi Petrol engine*
- *Generation next Safety with 9<sup>th</sup> gen ABS by Bosch™, Corner Stability Control (CSC) and Dual Airbags*
- *ConnectNext touchscreen infotainment by HARMAN™*
- *Segment superior space and comfort*

**Colombo, June 9, 2015:** Diesel & Motor Engineering PLC (DIMO) together with Tata Motors today launched its stunning two new cars, Zest and Bolt, for the Sri Lankan market. The company launched the Zest in India in August 2014 and the Bolt in January 2015, under its Horizonext strategy. These cars have been appreciated for their stunning new design language, best-in-class driving pleasure and high-tech, segment-first, connectivity features in India.

Manufactured in Pune, India, the Zest and Bolt come with world-class manufacturing quality, benchmarked across global brands and engineered on a completely modified platform to deliver best driving experience to customers.

**Speaking at the launch, Mr. Johnny Oommen, Head International Business, Passenger Vehicles, Tata Motors, said,** *“With the aim to deliver the best of products and services to our customers, we at Tata Motors are delighted to bring two new exciting products in the Sri Lankan market -- the dynamic compact sedan, Zest and the sporty hatchback, Bolt. These two cars, loaded with many segment-leading features, are built to global design and product standards and will appeal equally to the first time buyers as well as existing automobile owners looking for a new and exciting product. Designed by our teams across India, UK and Italy, Zest and Bolt are the first two products under our Horizonext strategy and represent the new DNA of our passenger vehicles business. We expect Bolt and Zest to further strengthen our presence in the local market here.”*

**Mr. Ranjith Pandithage, Chairman and Managing Director, Tata Division, DIMO said,** *“We, at DIMO are proud to bring these feature-rich, fuel-efficient cars for our Sri Lankan customers. We are confident that the combination of a great product with best-in-the country service & parts back-up will firmly establish the Zest and Bolt in Sri Lanka.”*

The Zest is being launched at a starting price of LKR. 2,810,000 ex-showroom, Colombo, for the Revotron 1.2T (petrol variant) and starts at LKR. 3,900,000 ex-showroom, Colombo, for the diesel AMT variant. The Bolt is being launched at a starting price of LKR. 2,299,000 ex-showroom, Colombo, for the Revotron 1.2T (petrol variant). The cars will be available for sale, across the country in over 37 DIMO sales outlets from today.

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**Tata ZEST**

As the name suggests, the all-new Zest exudes excitement and energy and is designed to give the driver total control of his vehicle. Zest is the first vehicle from Tata Motors that clearly exemplifies the HORIZONEXT themes of *Intense Product Focus, World-class Manufacturing Quality, Enriched Purchase Experience and Consistent Quality of Service* for its passenger vehicle business.

The all-new styling of the Zest is based on its new design direction of 'Confident Dynamism'. With a classy new forward pouncing stance and well-sculpted body, the design portrays a sense of power and agility. Reminiscent of luxury cars, the Zest comes with premium interiors, a neatly-layered dashboard with dual-tone - Java Black & Latte, for a stunning and high-tech inviting feel.

The Zest will come with the Revotron 1.2T, the first engine from the new family of gasoline engines from Tata Motors and will be India's first Turbocharged Multi-point Fuel Injection (MPFi) Petrol engine. It has been developed in conjunction with global consultancies and suppliers to deliver world-class performance in terms of power, torque and efficiency.

Multi-Drive Modes is one of the key innovations, introduced by Tata Motors with the Revotron 1.2T turbo engine in the Zest. The Revotron 1.2T engine offers the optimum blend of performance, refinement and fuel economy. The unique first-in-segment 'Multi-Drive Mode' technology enables switching between SPORT, ECO and CITY mode, along with a superior throttle response. It has undergone over 300,000 hours of rigorous developmental and research testing.

The Zest diesel comes with most acclaimed 1.3 litre Quadrajets Diesel engine coupled with the first-in-class F-Tronic technology-enabled, 5-speed Automated Manual Transmission (AMT), with both Automatic and Sequential mode of gear-shifting, developed in collaboration with Magneti Marelli, Italy.

Understanding the dynamic consumer's increasing need, Tata Motors offers its customers with the ConnectNext experience. The Company has worked closely with HARMAN™ to design and engineer an acoustic audio and infotainment system, with best-in-class features like 5" ConnectNext Touchscreen Infotainment System, Advance voice command recognition, SMS notification and read outs, Fully Automatic Temperature Controls on the touchscreen, which will allow the user to stay connected.

The Zest will be available in four trims in Petrol - XE, XM, XMS and XT and five trims in Diesel - XE, XM, XMS, XMA (AMT) and XT. The range will be available in 6 exciting colours - Buzz Blue, Venetian Red, Sky Grey, Dune Beige, Platinum Silver and Pristine White.

**Tata Bolt**

The word BOLT signifies speed, representing an attitude of winning and staying ahead. This attitude is embodied in the all-new BOLT in all aspects of design, drive and seamless connectivity.

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Flowing lines create the illusion of movement even when the car is standing still. The exterior language amplifies the feeling of a larger hatchback. The silhouette reveals smooth, flowing lines finishing in a flat edge of the spoiler. While the rear-spoiler aids in aerodynamics, the effect of the wraparound rear windows by darkened C-pillar creates a distinctive floating roof design and provides an extra sporty touch to this premium hatch.

The Bolt comes with segment-first Drivenext features which makes it the best-in-segment for its driving dynamics. It will be available in both petrol and diesel variants. In the petrol, Bolt will be the segment's first hatch to be powered by India's first 1.2L Turbocharged Multi-point Fuel Injection (MPFi) Petrol Engine, REVOTRON 1.2T, with best-in-class maximum power of 90PS @ 5000 RPM and peak torque of 140 Nm @ 1500-4000 RPM.

With the Multi-Drive feature, the Bolt can switch between SPORT, ECO and CITY mode, along with a superior throttle response. This coupled with advanced catalytic converter to reduced toxic emissions and Smart ECU (Electronic Control Unit) with various innovative strategies, ensure a superlative performance. The dual-path suspension coupled with a zero pivot sub-frame ensures smooth and comfortable ride and the 9th generation ABS with EBD (Electronic Brake Distribution) from Bosch for improved braking efficiency, and the Corner Stability Control feature, add to the safety feature of the vehicle.

The diesel variant comes with a powerful Quadrajet 1.3L engine, delivering power of 75PS @ 4000 RPM and torque of 190 Nm from 1750 RPM to 3000 RPM for a peppy drive with effortless delivery of power.

For Bolt, Tata Motors has continued its association with HARMAN for developing the first-in-segment touchscreen infotainment and has also worked with MapMyIndia to develop next generation smart phone based navigation, which provides location based services.

Tata Motors passenger vehicles portfolio, which started in 2004, today includes the Tata Nano, Tata Indica Vista, the Tata Indigo eCS, the Tata Indigo Manza and the Tata Safari and now the Tata Zest and Tata Bolt.

- Ends -

\* *Note to editors:*

- For further information on the products, kindly refer the Product Notes and Specification sheet

#### **About Tata Motors**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. 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 8 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.

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**About DIMO**

DIMO was recently recognized as the Best Corporate Citizen in Sri Lanka for 2013 during the Annual Corporate Citizen Sustainability Awards 2013 organized by Chamber of Commerce. DIMO's operations are certified with the international accreditation of ISO 9001:2000 and the environmental management system implemented by the company is certified ISO 14001: 2004. This year DIMO is celebrating its 75<sup>th</sup> Anniversary. DIMO has solidified its reach by operating branches across the island in every major district. DIMO's network in these key strategic locations of Sri Lanka is aimed at facilitating all customers' sales, service, spare parts solutions and 24 hours road side assistance.

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