



JT Special Vehicles introduces brand JTP Launches Tiago JTP and Tigor JTP, engineered to bring back 'Joy of Motoring'

JTP products will be based on 3 essential pillars:

- **Sporty exterior & interior design**
- **Enhanced engine output & performance**
- **Improved driving dynamics & aural experience**

Coimbatore, October 26, 2018: JT Special Vehicles (JTSV), a 50:50 Joint Venture between Tata Motors and Jayem Automotives, today, launched its much-anticipated JTP range of performance vehicles – the Tiago JTP and the Tigor JTP, to bring back the 'Joy of Motoring' in everyday commute. With a sporty design and a performance packed engine under the hood, the Tiago JTP and Tigor JTP will be available at select Tata Motors dealerships* from early November 2018, at a starting price INR. 6.39 Lakhs for the Tiago JTP and INR. 7.49 Lakhs for the Tigor JTP, ex – showroom, New Delhi. Further, riding on the festive cheer, motoring enthusiasts can book these cars starting today at select Tata Motors dealerships with a down payment of INR 11,000.

Announcing the launch of the power packed JTP range, Mr. Mayank Pareek, President Passenger Vehicles, Tata Motors, said, *"Motoring today has become monotonous and regimented. We are committed to offering our customers an elated drive experience in an everyday commute. The JTP range of cars have been designed and engineered with precision to keep the excitement & passion of motoring alive and reverse the commoditization of car purchase. Customers can enjoy their city drive and experience the thrill of driving with these cars. The JTP products will also have a halo effect on the Tiago and Tigor brands."*

According to Mr. Gubbi Nagbhushan, CEO, JTSV, *"We at JTSV are excited to launch the first 2 cars of JTP range of vehicles. The Tiago and Tigor are extremely capable products, which have further been boosted with Jayem's technical know-how of developing performance cars. Targeted at the urban customers who are driving enthusiasts with a hidden streak of adventure, the Tiago JTP and the Tigor JTP have been engineered to provide customers with the thrill of driving."*

The joint venture between Tata Motors and Jayem Auto focuses on design and development of performance cars, including the uniquely styled parts. The joint venture enables faster development, specialized capabilities, and access to true performance motoring pedigree.

Manufactured at the Tata Motors Sanand facility, the Tiago JTP and Tigor JTP are powered with the 1.2L turbocharged new generation Revotron petrol engine. These performance cars are engineered to deliver the thrill of driving with 114PS power and 150Nm torque and will come with Multi Drive Modes – City and Sport. Equipped with performance oriented intake and exhaust systems, these vehicles come with a 5 speed manual transmission with optimized gear ratios & final drive for superior acceleration and exciting performance to help provide its drivers with an exhilarating driving experience. Tuned for precision, the suspension setup has been amalgamated with reduced ground clearance for improved driving dynamics. Capped at a maximum speed of 160 kmph, the car can go from 0-100km/h in 10 seconds.

While the base cars that JTSV uses are already created under the Impact Design Philosophy, the strategic addition of the custom design JTP elements amplify the impact of the design further, in line with the 'thrill to drive' philosophy of JTSV products. Built to provide that extra kick while driving, these cars are not only performance oriented on the inside but also provide the customers with a dynamic sporty look. The bold exterior styling with new front end design with large grill, smoked projector headlamps, bonnet and fender vents, 15" diamond cut alloy wheels and side skirts for a dynamic side gives it a distinct look on the outside. Building on the sporty interior design, the all black interiors with sporty accents on AC vents, premium leather wrapped steering with contrast red stitching and performance aluminum pedals provide the inmates with sporty yet luxurious feel.



With the JTP range of performance vehicles, JTSV has worked towards offering exciting, innovative and aspirational cars with an objective to bring back the 'Joy of Motoring' to the Indian customers.

For more details on the Tiago JTP and Tigor JTP, please refer to the adjoining product note.

-End-

*Note to editors – These select dealerships will be based in the following cities – Kolkata, Delhi, Gurgaon, Chandigarh, Lucknow, Bengaluru, Chennai, Coimbatore, Hyderabad, Pune, Ahmedabad, Kannur, Thrissur, Mumbai and Ernakulum/Cochin.

About Jayem Automotives

Jayem Automotives is an independent Automotive R & D Company involved in design, development, testing and manufacturing of a wide range of automotive components, systems and prototypes.

Jayem has an unrivalled legacy and is sharply focused on its philosophy "From Art to Part". The company has the right resources and expertise to go from concept to part or system design, development and testing. Since inception, it has leveraged its extensive expertise, cutting edge technology and state-of-the-art manufacturing facilities to offer frugal solutions that add value to customers.

Speed is a defining characteristic of the company's operations.

For more details, log on to www.jayemauto.com

About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](https://www.bseindia.com/cse/stocks/financials-historical/197000)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit (www.tatamotors.com; also follow us on Twitter: <https://twitter.com/TataMotors>)

Media Contact Information

Tata Motors Corporate Communications E-mail: indiacorpcomm@tatamotors.com

Tel: +91 22-66657613 www.tatamotors.com