**Tata Motors together with DIMO,**

**launches the GenX Nano Automatik in Sri Lanka**

*A feature-rich car that comes with latest technological advancements and offers best-in-class technology and design engineering*

**Key highlights:**

* *Gen X Nano Automatik comes with ‘Sports’ mode for enhanced accelaration and ‘creep’ feature for heavy traffic maneuverability and parking ease*
* *Comes with Electric Power Assisted Steering (ePAS), designed for light steering, for easy maneuvering in tight parking and driving situations in cities.*
* *Latest in design – Infinity motif grille, smoked headlamps, Tata signature steering wheel, sporty integrated tailgate spoiler*
* *Comes with a 24 litre fuel tank for longer driving range*
* *Convenience of a 110L luggage space in the MT and class leading interior space* *with 4% better shoulder room and 6% better legroom than competition\**
* *Connectivity features like BluetoothTM, CD, Radio, USB & AUX-in and first-in-segment\* Digital Information Display*
* *Enhanced Safety – crumple zone, intrusion beams, anti-roll bar and SUV-like ground clearance*
* *Automatik range with 2 variants – XMA and XTA*

**Colombo, October 13, 2016**: The Nano continues to innovate and evolve in line with the needs of its customers. Tata Motors today announced the launch of all-new GenX Nano Automatik, a new compact, feature-rich hatchback for the trendy, youthful, bold and stylish customer. This range will strengthen the GenX Nano value proposition, making it the perfect city car for the Sri Lanka market. The GenX Nano Automatik will be available for sale, across the country in over 40 Tata Motors sales outlets, from today.

The GenX Nano Automatik comes with an introductory price of LKR 1,975,000 for the XTA variant.

**Unveiling the GenX Nano at the launch ceremony** – **Mr. Johnny Oommen, Head, International Business , Passenger Vehicles, Tata Motors,** said, *“The Nano continues to remain an important brand in our passenger vehicle portfolio and we have been constantly evolving the product to deliver the most relevant city car features like the Automatic feature, Power Steering, the Hatch access, Bluetooth connectivity and so on. The Nano has so far received a good response in the Sri Lankan market and with the GenX Nano Automatik, we now offer our customers a contemporary smart, stylish, efficient and a practical city car which has strong potential in the compact hatch segment.”*

**Speaking at the launch, Mr. Ranjith Pandithage, Chairman & MD, DIMO, said**, “*The TATA GenX NANO Automatik will create an uncontested market space as Luxury Compact Small Cars which will change the passenger transportation in Sri* *Lanka. With the* *introduction of this car, our objective is to maximize on the sales, marketing & after sales expertise of DIMO together with latest technology developments by TATA Motors to provide a superior customer experience.”*

The GenX Nano Automatik range has been designed and developed by Tata Motors and its supplier teams to meet world-class quality standards and bring sheer driving pleasure to the young and dynamic customers.

**About the GenX Nano AUTOMATIK**:

**DESIGNEXT**: With the GenX Nano, Tata Motors has introduced a new Infinity design theme, in which, the well sculpted front and rear bumpers come with an Infinity motif grille giving the car a solid and planted look. 110 Litre boot- space in the MT version can now be accessed more easily, through the openable hatch. Stylish interiors will be available in fresh and first-in-segment\* colour themes. It is equipped with the new generation Tata signature steering wheel which adds to the new-age feel of the driver’s cockpit. The car will come in five exciting colours - Sangria Red, Pearlescent White, Platinum Silver, Dazzle Blue and Damson Purple.

**DRIVENEXT**: With the addition of the Automatik range, new GenX Nano range comprises of five variants now, three four-speed manual transmission variants (XE, XM, XT) and two variants (XMA, XTA) come equipped with a five-speed AMT gearbox which is branded as ‘Automatik’. The GenX Nano is powered by a 624cc, multi-point fuel injected, water cooled, naturally aspirated, 2 cylinder gasoline engine with 2 valves per cylinder. The engine produces 38PS power @ 5500 RPM and 51 Nm torque @ 4000 RPM. The car has an option of ‘Sports’ mode for performance oriented drivers. For ease of maneuverability in heavy traffic and during parking, Automatik comes with an in-built ‘creep’ feature, which helps the car to crawl as soon as the pressure is eased off the brake pedal, without pressing the accelerator.

The GenX Nano continues to have the Electric Power Assisted Steering (ePAS) designed for light steering and for easy maneuvering in tight parking and driving situations in cities.

The new range comes with advanced structural stability and offers safety features like crumple zone to cushion frontal impact, reinforced body structure for enhanced frontal crash safety, robust side doors with intrusion beams for side crash protection, anti-roll bar for high speed stability and SUV-like ground clearance of 180 mm to tackle those rough patches on Indian roads.

The GenX Nano comes with a 24 litre fuel tank and has fuel efficiency of 21.9 Kmpl (as per ARAI certification).

**CONNECTNEXT**: Targeted for the youth, the GenX Nano also comes loaded with connectivity features -- four speakers with surround sound effect mated to AmphiStream™ music system, which is compatible with first-in-segment, Bluetooth™, CD, Radio, USB and AUX-in options for today’s connected generation. The car also comes with Digital Information Display with features like Average & Instantaneous Fuel Consumption^, Distance to Empty & Gear Shift Indicator^.

Tata Motors has also introduced a wide range of specially designed GenX Nano accessories like Door Visors, Sunroof, Art Leather Seat Covers, Decals, Body kit, Reverse Parking Sensors, Remote Controlled Hatch Release etc., which will also be available at the dealerships.

With all these features, the GenX Nano Automatik is the coolest compact hatch in town and also comes with low cost-of-ownership. The Company will continue to offer the new range with the best-in-segment warranty of 2 years or 50,000 km (whichever is earlier).

-Ends –

**Note to Editors**:

\*A1 Class/Segment as defined by SIAM

# 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 DIMO:**

Over 77 years, “Passion” and “Innovation” have been at the heart of DIMO’s business operations in the automotive industry. The introduction of products with world renowned giant, TATA Motors, has improved the quality of life of Sri Lankans across the country by providing transportation solutions, which are both economical and beneficial. DIMO has solidified its reach by operating over 40 showrooms with the aim of facilitating sales, services and spare parts for customers. All this combined with our service standards of quality and dependability appropriately denoted as “With DIMO Technology”, emphasizes our commitment to 100% customer satisfaction.

Over 75 years, “Passion” and “Innovation” have been at the heart of DIMO’s business operations in the automotive industry. The introduction of products with world renowned giant, TATA Motors, has improved the quality of life of Sri Lankans across the country by providing transportation solutions, which are both economical and beneficial. DIMO has solidified its reach by operating over 40 showrooms with the aim of facilitating sales, services and spare parts for customers. All this combined with our service standards of quality and dependability appropriately denoted as “With DIMO Technology”, emphasizes our commitment to 100% customer satisfaction.

([www.dimolanka.com/tata](http://www.dimolanka.com/tata))

**For further information, please contact:**

Ms. Ashmita Pillay

Senior Manager - Corporate Communications Tata Motors Ltd.

Email: [ashmita.pillay@tatamotors.com](mailto:ashmita.pillay@tatamotors.com)

Phone: 09029037016