

Tata Nexon becomes India's no.1 selling car in September 2025

Reinforces Leadership with the Introduction of ADAS Safety Tech

Launches Nexon Red #DARK edition starting at ₹12.44 Lakh, available in Petrol, Diesel and CNG

Mumbai, 16 October 2025 – Tata Motors Passenger Vehicles (TMPV), one of India's leading automotive manufacturers, today announced the inclusion of Advanced Driver Assistance Systems (ADAS) in its Nexon lineup. Having pioneered the safety revolution in India, the Nexon was the first car in the country to receive a 5-star safety rating and continues to uphold its legacy as the only SUV with dual 5-star ratings from both GNCAP and BNCAP. With the addition of ADAS features such as Autonomous Emergency Braking, Forward Collision Warning, Lane Keep Assist, Traffic Sign Recognition, and more, the Nexon now offers an even higher level of safety. Furthermore, the Nexon also ranked as India's No. 1 selling car in September, marking yet another proud moment for the brand. To celebrate this success, Tata Motors has also introduced the exclusive Red #DARK edition, available across petrol, diesel, and CNG powertrains, starting at ₹12.44 lakh.

New Additions to the Nexon line up:

Persona	ESP in ₹ (Lakhs)
Fearless +PS DCA ADAS	13.53 Lakhs

Persona – Red #DARK	ESP in ₹ (Lakhs)
Petrol MT	12.44 Lakhs
Petrol DCA with ADAS	13.81 Lakhs
CNG MT	13.36 Lakhs
Diesel MT	13.52 Lakhs
Diesel AMT	14.15 Lakhs

Celebrating Nexon's performance and the introduction of ADAS and Red #Dark , Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd., said, "Since its debut in 2017, the Nexon has redefined the SUV segment with its bold design, thrilling performance, and uncompromised safety. As India's first car to pioneer the safety revolution, the Nexon has set new benchmarks in vehicle safety. Building on this strong foundation, the Nexon has become the No. 1 selling car in India in September 2025 — a major milestone that reflects the trust and preference of customers across the country. As part of this celebration, we are introducing the Red #DARK Edition and expanding the Nexon portfolio with advanced safety technologies. With a wide range of powertrains, segment-leading features, and striking styling, the Nexon continues to cater to every lifestyle. The recent GST amendments further strengthen its value proposition, making it the unanimous choice of Indian customers. This milestone reinforces our

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commitment to delivering products that embody progress, performance, and purpose, while evolving to meet the aspirations of modern Indian customers.”

Know more about the new introductions in the Nexon portfolio:

About ADAS Safety Tech

The Nexon now offers an advanced suite of active safety technologies that enhance driver awareness, improve reaction time, and help prevent potential collisions — ensuring safer journeys for everyone on the road.

Key ADAS Features:

- Forward Collision Warning (FCW): Provides audio-visual alerts for potential front-end impacts
- Autonomous Emergency Braking (AEB): Automatically applies brakes if the driver doesn't react in time.
- Lane Departure Warning (LDW): Alerts the driver in case of unintentional lane drift.
- Lane Centering System (LCS): Keeps the vehicle precisely centered within its lane.
- Lane Keep Assist (LKA): Provides gentle steering corrections to maintain lane discipline.
- High Beam Assist (HBA): Automatically adjusts headlights for optimal night visibility.
- Traffic Sign Recognition (TSR): Detects and displays important road signs for driver awareness.

Nexon Red #DARK

The Red #DARK Edition enhances Nexon's premium appeal and desirability with red-themed accents, along with an exclusive user interface and experience for both the infotainment system and the instrument cluster. In line with Tata Motors' multi-powertrain strategy, the Nexon Red #DARK is available across petrol, diesel, and CNG options. Finished in exclusive Atlas Black, the Nexon Red #DARK features a #DARK mascot with red lettering, along with a piano black grille surround, roof rails, and skid plates that complete its stealthy look.

Inside, the Granite Black cabin with red highlights includes red leatherette ventilated front seats with diamond quilting and contrast red stitching; red accents on the dashboard and center console; and #DARK-embroidered headrests. Premium material finishes and a rear sunshade further enhances comfort.

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