

## Tata Motors launches the new gen NEXON with premium design, best-in-class tech features

*India's most loved SUV now even more 'Way Ahead' in its segment*

- Starting price at INR 8.09 Lakhs
- The new Nexon boasts a stunning modern SUV design, available in both petrol and diesel powertrains with exciting futuristic features and advance tech enhancements
- Comes with industry-leading tech for a futuristic experience.
- Built on an architecture proven for safety with advanced materials and high strength steel, the new Nexon comes with standard safety features like 6 Airbags, features 3 point seatbelts for all occupants, ISOFIX restraints and Electronic stability program.
- Offers exhilarating performance with advance 1.2L Turbocharged Revotron Petrol Engine & 1.5L Turbocharged Revotorq Diesel Engine.
- Exceptional ride and handling with options of 6 speed MT/AMT and 7 Speed DCA.
- Prioritizes consumer comfort, enhancing their quality of life with a plush ambience for every drive

**Mumbai, September 14, 2023:** Tata Motors, India's leading automotive manufacturer, today announced the launch of the all-new Nexon, India's bestselling SUV. An embodiment of versatility, aspiration, and innovation, the new gen Nexon offers comprehensive upgrade across all vehicle attributes and marks a significant progressive uplift in the compact SUV market. Described as an action and an emotion, the Nexon finds its true inspiration in people who think, want to stay ahead of curve and are willing to go the extra mile. The new Nexon finds multi-generation appeal across the country with its digital inspired design, segment-leading safety, contemporary technology and best-in class performance. Available in four craftfully curated personas – Fearless, Creative, Pure and Smart, and in petrol and diesel powertrains, sales of the new Nexon begin today with an introductory starting price of INR 8.09 Lakhs.

Launching the new gen Nexon, **Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd.,** said, *"The Nexon brand has built a legacy of leadership, of being the best in its segment and setting the benchmark for others to follow. With over 5 lakh vehicles sporting the Nexon nameplate running on Indian roads, its unique blend of mass appeal and aspirational tone is exceptional. The new gen Nexon is a bold representation of our understanding of what our customers aspire for. Every aspect of the vehicle, from design to performance, safety to technology, features and comfort, have been elevated to a new pinnacle. It marks a confident leap forward of our philosophy and commitment to being New Forever. The artfully curated personas, rich range of colours and a wide choice of smart features seamlessly adapt to diverse lifestyles and needs of multi-functionality. We are confident that this new avatar of the Nexon will appeal to a wider audience of customers, cement its position as India's bestselling SUV and further enrich its legacy."*

The new Nexon comes equipped with a host of exciting features and enhancements to set it apart in the market. It flaunts a modern and premium design language that radiates sophistication and dynamism, making a commanding statement on road. It comes fully loaded with a spectrum of cutting-edge features, including state-of-the-art connectivity solutions, upgraded safety enhancements, and personas, offering a unique experience and is **way ahead** in its segment.

### **Key highlights of the New Nexon:**

**Digital inspired Design:** The Nexon has cemented its position as an iconic and timeless nameplate within Tata Motors. With the new Nexon, the Company has elevated its distinctive attributes, further broadening its appeal across generations. The redesigned front, Bi-LED Headlamps & Sequential LED DRLS grab all the attention be it day or night. And features like Daytime Lit, X Factor, and Taillamp with Welcome & Goodbye, adds a sense of class and modernity. Meanwhile, the emotive blade lamps, swipe, instead of blinking. And the extended spoiler, houses the rear wiper, hidden in plain sight. The interiors are also completely re-imagined. It comes with a 3-Tone Dashboard, with rich Leatherette Mid Pad, that feels like, a living masterpiece. The new gen Leather Wrapped Phygital Steering Wheel, with

for immediate use

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2-Spokes, has our Illuminated logo, making it a first, in India. The luxurious cabin feels like a grand console with Leatherette Armrest that keeps one comfortably in control.

**Performance that Ignites:** The Nexon's performance speaks volumes, regardless of the setting – urban, rural, or rugged. Its robust engine and advanced technology combine to deliver a thrilling driving experience that adapts seamlessly to any environment. The intelligent, 7-speed DCA, operated by a monostable shifter, together with a swift and sporty paddle shifter. Makes the performance refined and effortless. Dominate every road, with a choice of an advanced 1.2L Revotron Turbo Petrol, or a 1.5L Revotorq common rail Diesel engine, that come in varied combinations of Manual, Automated Manual, and Wet clutch 7 speed DCA transmissions.

**Advanced Safety:** The Nexon has undergone a modernization process to meet the stringent GNCAP 2022 safety protocols, incorporating structural enhancements. It offers an ultimate peace of mind with features that are standard like 6 airbags, Electronic Stability Control, 3-point rear seatbelts with occupant detection, passenger airbag deactivation switch and ISOFIX Child seats. The high definition 360-degree, surround-view system, front parking sensors, and a blind-view monitor, allows timely alerts for vigilant drive. It is also equipped with E-call, that triggers round-the-clock assistance, in case of an emergency, and B-call assistance, at anytime, to address a car breakdown.

**Futuristic Technology:** The new Nexon offers latest tech features like voice assisted electric sunroof, a sleek 10.25" infotainment system by Harman with wireless Android Auto and Apple CarPlay, first in segment 10.25" digital instrument cluster, Connected Vehicle technology with iRA 2.0, which offers remote engine start stop and AC, 30+ navigation and safety features and much more, designed for the Indian commuter.

**A radical approach:** The new Nexon signals a paradigm shift in Tata Motors' product strategy. Departing from traditional variants, it will be available in four distinct Personas, respectively, each catering to a specific set of customers. This approach demonstrates Tata Motors' commitment to comprehending customer preferences and tailoring offerings accordingly.

- **Fearless Persona** - No is never the answer. To this adventure called life. Be it a long drive. Or a cross-country drive. The answer is always 'Yes'.
- **Creative Persona** – For the inner child who is creative and drives his/her passion. Wide-eyed and inquisitive. The world is out there to explore.
- **Pure Persona** – For customers who live in the moment. Enjoying the smallest of joys. You take pride in being yourself. And lead a life of ultimate sophistication.
- **Smart Persona** – Customers who believe in results and pragmatism. Smart approach to life, wise and want the best future.

Since its inception in 2017, the Nexon has left an indelible mark on the Indian SUV segment, attracting a diverse array of new customers. The Nexon, a true trailblazer, has been a cornerstone of Tata Motors' success in India, consistently capturing the hearts and minds of SUV enthusiasts across all age groups. It commands an impressive share, with every 5th car sold being the Nexon. In addition to its commercial triumph, the Nexon has played a pivotal role in reshaping the SUV segment in India. It has been instrumental in steering the industry towards embracing modern design, advanced safety features, and a great amalgamation of comfort and convenience.

Ends

To know more details on the new Nexon features, please refer to the adjoining product note or visit:

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