

Tata Motors launches Prima – the World Truck, in Nepal

Brings next-gen trucking to Nepal

Kathmandu, December 23, 2014: Tata Motors, India's largest automobile manufacturer, today launched four new next-generation PRIMA heavy commercial vehicles, for the very first time in Nepal, with partner Sipradi Trading Private Limited.

Setting new benchmarks in styling and features, the next-generation Tata PRIMA is a combination of power, world-class performance, fuel efficiency, superior technology and safety. The Tata PRIMA has been built with technical inputs from across the world – an Italian cab design, engine technology from the USA and Europe, gearbox expertise from Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line, hence is also referred to as the 'World truck' by Tata Motors.

The launch of these new next-generation commercial vehicles marks Tata Motors continued efforts towards changing the trucking landscape in Nepal' and consisting of a series of configurations on the PRIMA platform. In the **Tipper segment**, Tata Motors introduced the *PRIMA LX 2523.K*, whereas in the **Cargo segment**, Tata Motors introduced the *PRIMA LX 2523.T*, the *PRIMA LX 3123.T* and the *PRIMA LX 4023.S*, all of which have different combinations of drivelines, meeting end-user requirements for varied applications.



Commenting on the launch, Mr. RT Wasan, Head – International Business, Commercial Vehicles Business Unit, Tata Motors said *"The launch of the PRIMA range in Nepal, is an important milestone in Tata Motors' continued expansion in the Nepalese market and the SAARC region. As market leaders, we are committed to shaping the commercial vehicle industry here with the latest global technologies giving the Nepalese customer competitive business advantages, with trusted credentials of the Tata Motors brand. The Tata PRIMA shaped by the latest technology, know-how and expertise with global standards of performance, comfort and safety will enable customers upgrade to a new-age truck, a result of customer feedback combined with years of experience in the trucking business. The range being launched today is world-class in every sense"*

Equipped with strong aggregates and a robust chassis frame and suspension, the Tata PRIMA range meets the highest operating standards under extreme conditions. Having been extensively tested to confirm with global standards, the next-generation range of Tata PRIMA commercial vehicles boasts outstanding material and build quality, comfort, driving dynamics and economy, and continues to offer advantages of a Tata Motors commercial vehicle of lowest total cost of ownership.

The driveline of all 4 vehicles comprises of the latest engine technology from Cummins Inc. with an output of 230HP, with transmission and axle technology from leading aggregate manufacturers across the world. The new-age range

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from Tata Motors, offers faster turnaround time and enhanced profitability for business, making it an ideal work horse for movement of goods and materials across distances or even doing the harshest duty at construction sites.

Besides the mechanics of the vehicle, the new generation cabin of the Tata PRIMA offers completely new stylized interiors with a focus on driver comfort. The PRIMA cabin is attractive smartly separating the drivers working and living area. It is air-conditioned and can be easily accessed, with ample amount of occupant space. The PRIMA has reclining seats with arm rests, an adjustable steering system for best possible driver control, a music system and a GPS system as a standard.

VEHICLE DESCRIPTION:

Launched today are the **Prima LX 2523.T** and **Prima LX 3123.T** with a GVW of 25 tonnes and 31 tonnes. These vehicles are powered by a high performance Cummins ISBe 5.9 common rail engine, generating 230 hp. This engine is derived from the popular Cummins 6BT engine, along with Eaton's ES-9106A DD gearboxes. The driveline upgrade also includes the Tata RA 110 heavy-duty rear axle for high performance and reliability. These vehicles are the first multi-axle trucks in India & now Nepal to get the world class Prima cabin and all its features including the 4-point suspension, mechanically suspended seats, optional AC and wide bunks. The PRIMA cabin being the widest cabin available on multi-axle trucks in India & Nepal, will give the driver benchmark levels of visibility, safety and driving comfort.

The **PRIMA LX 4023.S** is tractor head with proven Cummins ISBe engine that delivers plenty of power along with greater efficiency - the perfect combination to increase your returns. Larger clutch in line with a heavier driveline, for increased clutch life & better performance coupled with Tata G 1150 OD gearbox with 9-speed ranges and overdrive, helps the engine stay within the optimal rpm range, reducing fuel expenses. Heavy-duty single reduction rear axle completes a truly optimal drivetrain.

Tipper Construct **Prima 2523.K LX** is specially designed with world-class features that ensure maximum power and productivity. Matching global standards of excellence, the vehicle is backed by a high-performance CRDi Engine by Cummins coupled with proven Tata G1150 9-speed Gearbox that is perfectly suited for all heavy-duty applications, regardless of the terrain. Heavy Duty 37T Bogie Suspension for the comfortable ride, lightweight load body with optimum deck length meets all loading and unloading requirements and allows faster trips, thereby permitting higher profitability. Good quality, reliable aggregates guarantees low maintenance cost and longer service intervals. The vehicle scores high on cabin comfort (AC optional) and Tata Motors' trusted service network offers complete peace of mind.

A multiple award-winning range of trucks from Tata Motors, the Tata Prima is today available in different trims, including multi-axle trucks, tractor-trailers and tippers, apt for several applications, thus meeting varied end-user requirements. A combination of increased productivity and longer life makes the Prima range an indispensable asset – be it to large captive users, miners, transporters or owner-drivers who operate small fleets. With the range extending upto 49 tonnes and engine options upto 380 bhp, the Tata Prima is an ideal work horse for movement of goods and material across distances and terrains.

Tata Motors recently also launched another initiative for its commercial vehicle business called **TATA GENUINE PARTS (TGP)** selling genuine spares in Pilfer proof packaging. TGP offers long life and reliable performance to owners of single trucks and fleets as its parts are made of superior quality material and conform to OE (Original

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Equipment) specifications. Not only is every part designed as per exact vehicle specifications, but has to pass multiple quality control checks. Every Tata Genuine Part is packaged and branded to ensure customers get the right quality part, also enabling them to identify with the package.

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About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,32,834 crores (USD 38.9 billion) in 2013-14. 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, CIS and Russia.

(www.tatamotors.com ; also follow us on Twitter: <https://twitter.com/TataMotors>)

About Sipradi Trading Pvt. Ltd.

Sipradi, a major player in Automotive & Allied business and is one of the largest and most prestigious brands in Nepal. 33 years down the line, Sipradi has exceeded USD 150 million in annual revenues and is growing rapidly in automotive, energy, lubricant, financial services, equipment businesses & continue to be a dominating player with over 75% Market share in the CV industry. It has more than 600 employees working to a common goal -to deliver quality products and services while adding synergy to the growth of overall brand value. Sipradi Trading Private Ltd (STPL) has been the exclusive distributor of Tata Motors Ltd in Nepal since 1982. STPL is an ISO 9001:2008 certified company. STPL sells and services the full range of Tata Motors' commercial and passenger vehicles. The company has the largest sales and service distribution network throughout.

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