

***GET. SET. BOLT.*****The All-New Sporty Hatchback BOLT from Tata Motors,  
Launched in Nepal****Key Features:**

- *First time ever – MULTI DRIVE: Sport, Eco, City*
- *All new REVOTRON 1.2 Turbocharged MPFi Petrol engine*
- *GenerationNext Safety with 9<sup>th</sup> Gen ABS by Bosch™, Corner Stability Control (CSC) and Dual Airbags*
- *Segment superior space and comfort*
- *ConnectNext touchscreen infotainment by HARMAN™*

**Kathmandu, July 24, 2015:** Tata Motors has announced the commercial launch of its much-awaited sporty hatchback, the all-new Bolt. Manufactured at the Pimpri plant in Pune, Bolt is the latest car from the company, under its HorizoNext umbrella and offers many segment-defining features for Design, Drivability and Connectivity.

The Bolt is launched at a starting price of NPR 23.95 Lakhs, ex-showroom, Kathmandu, for the Revotron (petrol) 1.2T and starts at NPR 28.35 Lakhs, ex-showroom, Kathmandu, for the diesel variant. The car will be available for sale, across the country in over 16 Siprodi sales outlets from today.

**Speaking at the launch, Mr. Sujan Roy, Regional Head, South Asia, Passenger Vehicles Business Unit, Tata Motors, said,** *"With the aim to deliver the best to our customers, we at Tata Motors are delighted to launch the much-awaited Bolt, a sporty hatchback. We expect Bolt to strengthen our presence in the hatchback market. A stylish car with many segment first features, the Bolt offers global design and standards that will equally bring in new first time buyers as well as appeal to existing auto users looking for an exciting product in this segment. Designed and engineered by our teams across India, UK and Italy, the Bolt is the next leap under our HorizoNext strategy and represents the new DNA of our passenger vehicles business, with the commitment to provide the best vehicles and experiences to excite our customers."*

**Speaking at the launch, Mr. Shambhu Dahal, CEO – Siprodi Trading Pvt Ltd, said,** *"The Tata Bolt offers the latest technology in automotive engineering. We in STPL are proud to bring this feature-rich and fuel-efficient car into Nepal. We are confident that the combination of a perfect product with best-in-the country service & parts back-up will firmly establish the Bolt in Nepal."*

The word BOLT signifies speed, representing an attitude of winning and staying ahead. This attitude is embodied in the all-new BOLT in all aspects of design, drive and seamless connectivity. It clearly exemplifies the HORIZONEXT themes of *Intense Product Focus, World-class Manufacturing Quality, Enriched Purchase Experience and Consistent Quality of Service* for its passenger vehicle business

With the commercial launch of the Bolt, Tata Motors has also announced the warranty of 4 years or 75000 Kms (whichever is earlier). These will help the company offer high reliability, reduced cost of ownership and great resale value for the Bolt to its customers.

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**DESIGNEXT:**

The bold new stance and the well sculpted body of the Bolt puts forth the new Tata Motors design semantics and it is a design culmination of best ideas from the three Tata Motors design studios – Pune (India), Coventry (UK), and Turin (Italy). The Bolt conveys a sense of power and agility with the power bulge on its bonnet and its forward pouncing stance. Flowing lines create the illusion of movement even when the car is standing still. The exterior language amplifies the feeling of a larger hatchback. The silhouette reveals smooth, flowing lines finishing in a flat edge of the spoiler. While the rear-spoiler aids in aerodynamics, the effect of the wraparound rear windows by darkened C-pillar creates a distinctive floating roof design and provides an extra sporty touch to this premium hatch. The flame shaped rear tail lamps and bumper give an eye catchy proportion and helps in creating a sporty stance.

The new Tata signature grill and the Humanity Line visually flow into the smoked multi-chamber headlamps, creating a unique design signature for the brand. A wide air intake and the fog lamp Bezels give a sporty and confident look to the car. All the elements of the car, combined with a well sculpted body, add to its dynamic and athletic stance.

Riding on Tata Motors' new design DNA, a greater attention to detail towards the vehicle's interiors is another defining factor that makes the Bolt the defining car in its segment. Interiors come with premium Java black dashboard. The center console is the main focal element for the car, loaded with the best-in-class experience of infotainment and HVAC. Key design elements like the, new generation Tata signature 3-spoke steering wheel with ergonomic groove, driver-centric cockpit, precisely detailed air vents and sculpturally designed central console provide the car with a new and younger look that will undoubtedly appeal to the young buyers.

To cater the growing needs of consumers for space, Bolt continues to offer Tata Motors' strength of superior space and comfort. The front shoulder room of Bolt is spacious by 36 mm while rear is spacious by 41 mm, compared to most popular cars in the segment.

Available in a five exciting colours - Venetian Red, Pristine White, Platinum Silver, Sky Grey, Dune Beige - the Bolt will be offered in three trims -- XE, XM and XT.

**DRIVENEXT:**

The Bolt comes with segment-first DriveNext features which makes it the best-in-segment for its driving dynamics. It will be available in both petrol and diesel variants. In the petrol, Bolt will be the segment's first hatch to be powered by India's first 1.2L Turbocharged Multi-point Fuel Injection (MPFi) Petrol Engine, REVOTRON 1.2T, with best-in-class maximum power of 90PS @ 5000 RPM and peak torque of 140 Nm @ 1500-4000 RPM. It has been developed in conjunction with global consultancies and suppliers to deliver world-class performance in terms of power, torque and efficiency. It has undergone over 300,000 hours of rigorous developmental and research testing.

The diesel variant comes with a powerful Quadrajet 1.3L engine, delivering power of 75PS @ 4000 RPM and torque of 190 Nm from 1750 RPM to 3000 RPM for a peppy drive with effortless delivery of power. Both petrol and diesel powertrains are BS-IV compliant and are capable of meeting future norms.

**Multi-Drive Innovation:**

Multi-Drive modes is one of the key innovations in India, introduced by Tata Motors with the Revotron 1.2T engine in

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the Bolt. The Revotron 1.2T engine offers the optimum blend of performance, refinement and fuel economy. The unique first-in-segment 'Multi-Drive' technology enables switching between SPORT, ECO and CITY mode, along with a superior throttle response.

In the SPORT mode, the Revotron 1.2T engine delivers quick acceleration and throttle response for achieving peak torque and sheer performance. The ECO mode, optimizes engine output for maximum efficiency, suitable for cruising on long intercity drives. The CITY mode, what the car runs in by default, balances between performance and economy, suitable for daily commute.

The Multi-Drive, coupled with a superior throttle response, advanced catalytic converter to reduced toxic emissions and Smart ECU (Electronic Control Unit) with various innovative strategies, ensure a superlative performance on Indian roads.

Fuel efficiency:

As per the Automotive Research Association of India (ARAI) certification, the Revotron 1.2T delivers 17.57 km/litre and the Diesel delivers 22.95 km/litre, fuel efficiency under test conditions.

Driving Dynamics in Bolt

- A silent, quieter cabin will ensure a pleasant and unmatched drive experience.
- Newly designed AC vent geometry ensures faster and uniform cooling till rear occupants
- Speed sensitive ePAS (Electronic Power Assisted System), with 'Active Return' function.
- The most advanced, 9th generation ABS with EBD (Electronic Brake Distribution) from Bosch for improved braking efficiency, and with yet another segment-first, the Corner Stability Control feature, add to the safety feature of the vehicle.
- The dual-path suspension coupled with a zero pivot sub-frame ensures smooth and comfortable ride.
- The improved suspension provides effective isolation from road inputs without compromising on the body control, translating into a class-leading balance between ride and handling.

**CONNECTNEXT:**

With ConnectNext, the company will deliver a new level of driving and ownership experience as users can not only enjoy superior quality of entertainment from their own smart device and control the deliverance of all ergonomics, acoustics and climatic needs, but also get access to outside world seamlessly, at the touch of a key.

Tata Motors has continued its association with HARMAN for developing the first-in-segment touchscreen infotainment and has also worked with MapMyIndia to develop next generation smart phone based navigation, which provides location based services.

The car is enabled with touchscreen infotainment supporting rich multimedia experience, video play-back, smart phone based navigation, advanced Bluetooth technology, smart voice recognition, advanced smartphone integration, incoming SMS notification and read-outs. The system has in-built HVAC controls, which is a first-in-class experience for all consumers.

The Bolt will ensure car users to seamlessly integrate their professional and personal lives into their commute and travel, while bringing in an unparalleled infotainment experience.

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**for immediate use****PRESS RELEASE**

- Ends -

\* *Note to editors:*

- *Please refer to technical specification attached to the release.*

**About Tata Motors**

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. 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, Australia, CIS and Russia.

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