

Tata Motors launches new-generation range of commercial vehicles in MALAYSIA

Mumbai, January 29, 2015 – Tata Motors has launched its new-generation **Xenon** and **Prima** commercial vehicles in the Malaysian market, with partner DRB-HICOM Commercial Vehicles (DHCV). A blend of design and performance, the Tata Prima will be available as a Prime mover, in the 4x2 and 6x4 configuration – with the Prima 4038.S and Prima 4938.S, catering to fleet owners and goods transportation companies, whereas the muscular Tata Xenon pick-up will cater to traders, small & medium industries, estate/plantation as well as individuals, in six single & dual cab pick-ups, in six variants.

As exclusive distributors of Tata Motors vehicles in Malaysia, DHCV is a wholly owned subsidiary of DRB-HICOM Berhad (DRB-HICOM), one of Malaysia's leading conglomerates with core businesses in the Automotive & Defence, Property, Asset & Construction sectors.

Commenting on the launch, Mr. Ravi Pisharody, Executive Director Commercial Vehicles Business Unit, Tata Motors said "The introduction of new-generation offerings from our comprehensive range of commercial vehicles in Malaysia, is an important milestone in Tata Motors continued expansion in the ASEAN Region. Malaysia is a key focus market for us, as we are committed to shaping the commercial vehicle landscape in Malaysia, with the latest trucking technologies, giving the Malaysian customer competitive business advantages, with the trusted credentials of the Tata Motors brand. We are delighted to partner with DHCV.

Mr. Tan Sri Dato' Sri Haji Mohd Khamil Jamil, Group Managing Director of DRB-HICOM said, "It is indeed an honour that Tata Motors known to be among the world's top truck and bus manufacturers, has chosen to partner with DRB-HICOM in the Malaysian market. We are committed at growing the brand in Malaysia, though the introduction of new-generation Tata Motors commercial vehicles like that Tata Prima and Tata Xenon, coupled with best-in-class vehicle and service experience."

Uncompromisingly designed for long-distances and long hours, the Tata Prima boasts all-round performance, operating economics and lowest life-cycle cost. With class-leading haulage capabilities, speed, safety and reliability of a modern truck, a new-generation cabin for maximum operator comfort, along with world-class aggregates, the Tata Prima is 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 Swedo-German precision on a robotic weld line.

The Tata Xenon' looks aggressive, designed with an imposing stance, distinct flared wheel arches, European styling and a chrome-plated grille. The neatly laid out interiors provide for optimal space and functionality, along with a pleasant feel, even when negotiating the toughest terrains. The **Tata Xenon Pick-up** will be imported as CBU's (completely built units) from Tata Motors facility in Thailand and will be available in six variants, with Tata Motors **New Generation 2.2 litre Common Rail Turbo Diesel engine, producing 140 PS (103Kw).**

"Tata, Made to Conquer", the new tagline created by DHCV, will be used to penetrate Malaysia's vehicular market in all segments namely Pick-up, Light Commercial Vehicle (LCV), Medium Commercial Vehicle (MCV), Heavy Commercial Vehicle (HCV), Prime Mover and Buses.

DHCV has initially appointed seven dealers nationwide, namely in Selangor, Perak, Negeri Sembilan, Johor and Sabah, in its effort to reach out to the Malaysian market. A state-of-the art '3S' (Sales, Service and Spare parts) centre has been established in Selayang to facilitate the after sales support and needs of Tata vehicle

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owners in the Klang Valley and neighbouring areas. The '3S' facility has a total of 12 service bays to provide service, after-sales and spare parts under one roof for the convenience of Tata customers.

A wholly owned subsidiary of DRB-HICOM BHD, **DRB-HICOM Commercial Vehicles** (DHCV) was established in 1979 for the purpose of importing, assembling and distributing passengers and commercial vehicle segment. Upon signing of the Importation, Distribution and Technology License Agreements with Tata Motors Limited, India (Tata Motors) in September 2013, DHCV was appointed as the exclusive distributor of Tata Motors commercial vehicles as well as expand its vehicle assembly business and distribution network in Malaysia.

DRB-HICOM Berhad ("DRB-HICOM") is one of Malaysia's leading conglomerates with more than 100 active companies, in core business areas of Automotive and Defence; Services; and Property, Asset & Construction sectors. With over 60,000 employees group-wide, DRB-HICOM's aims is to continue adding value and propelling the nation's development. In the Automotive and Defence sector, DRB-HICOM is involved in the manufacturing, assembly and distribution of passenger and commercial vehicles, including composites component supply for aircrafts. In services, DRB-HICOM is involved in various businesses, including concession and financial-related services. In Property, Asset & Construction, DRB-HICOM is involved in residential and commercial developments.

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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. It is also the world's fifth largest truck manufacturer and fourth largest bus manufacturer. 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.

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