

Tata Motors launches its WORLD SMART TRUCK – Tata PRIMA, in the Kingdom of Saudi Arabia

Jeddah, February 08, 2017: Tata Motors India's largest automobile manufacturer and among the top 10 commercial vehicles manufacturers globally, today launched its WORLD SMART TRUCK brand – The Tata PRIMA, in the Kingdom of Saudi Arabia (KSA).

A next-generation range of heavy-duty commercial vehicles from Tata Motors, the Tata PRIMA will set new benchmarks in styling and features, with a combination of power, world-class performance, fuel efficiency, superior technology and safety, uncompromisingly built for long-distance and long hours of transportation. Developed with Tata Motors subsidiary – Tata Daewoo Commercial Vehicles (TDCV), the Tata PRIMA range is designed and developed with technical inputs from across the world, hence is also referred to as the 'World-Smart Truck' from Tata Motors. The Tata PRIMA is based on an Italian cab design, with engine technology from the U.S., gearbox expertise from the U.S. and Germany, chassis frame know-how from Mexico and sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line.

Tata Motors today unveiled two new PRIMA heavy-duty trucks in Saudi Arabia – the **PRIMA 4438.S (4X2) tractor head** and the **PRIMA 4038.K (6X4) Construction tipper**, with KSA dealer-partner – Manahil International Company, a unit of Mohamed Yousuf Naghi & Brothers group (MYNM).

Mr. Ravindra Pisharody, Executive Director, Commercial Vehicles Business Unit, Tata Motors, *"The launch of our next-generation range of Tata PRIMA heavy-duty commercial vehicles is an important milestone in our journey towards further enriching the value trucking proposition, in one of the largest construction and infrastructure hubs in the Middle East. Shaped by technology know-how and expertise from across the globe, the Tata PRIMA is world-class in every sense, enabling customers to upgrade to a next-generation commercial vehicle, with the trusted credentials and reliability of the Tata Motors brand, as they ready themselves for the next wave of growth in the country's logistics sector. As the country readies itself to become the largest construction and infrastructure destination in the world, we at Tata Motors are geared up to meet customers' requirements of the market and will continue to introduce new products and solutions as we move forward."*

Speaking at the event, Mr. Rudrarup Maitra, Head – International Business, Commercial Vehicles, Tata Motors said, *"We are delighted to launch our next –generation range of Tata PRIMA heavy-duty commercial vehicles here in the KSA today. The Tata PRIMA has been built based on over six decades of experience in the commercial vehicles business and has been introduced, based on increasing customer preferences for a new-generation commercial vehicle with superior performance, suitable for more trips and long duty cycles, with the benefits of lowest turnaround time. An integral part of introducing the Tata PRIMA range here is Manahil International Company, a partner that has showcased tremendous enthusiasm and passion in the country's commercial vehicles industry and the Tata Motors brand. They are as customer centric as we are. Through this partnership, we look forward towards further strengthening our relationship with our customers here in Saudi Arabia."*

A multiple award-winning range of trucks from Tata Motors, the Tata PRIMA is available in different trims, including multi-axle trucks, tractor-trailers and tippers, apt for several applications, thus meeting varied end-

user requirements. With the range extending up to 49 tonnes and engine options up to 400 bhp, the Tata Prima is an ideal work horse for movement of goods and material across distances and terrains, at the same time delivering efficiencies to the trucking business.

The new next-generation range of Tata PRIMA commercial vehicles boasts outstanding material and build quality, comfort, driving dynamics and economy, at the same time offering customers with a lowest cost of ownership. Equipped with strong aggregates and a robust chassis frame and suspension, the Tata PRIMA range meets the highest operating standards under extreme conditions.

Besides focusing on the mechanics of the vehicle, the uniqueness of the Tata PRIMA is that its cab which focuses on driver comfort. The cockpit of the Tata PRIMA is both functional and visually ergonomic with a separation in terms of the working and living area. The cabin is air-conditioned, with roomie occupants' space, includes reclining seats, armrests, an adjustable steering system, a music system and Global Positioning System (GPS) as a standard feature.

Tata PRIMA 4438.S (4X2)

The Tata PRIMA 4438.S (4X2) is 44 Tonner tractor head from Tata Motors, powered by a 380 HP Cummins Engine, with a 9-speed Eaton transmission. The vehicle suitable for multiple applications like General Cargo: Container/Refer Van/Car Carriers, Industrial: Cement/Steel/Machinery Movement, Construction: Tip Trailers/Bulkers etc.

Tata PRIMA 4038.K (6X4)

The Tata PRIMA 4038.K (6X4) is a Construction tipper from Tata Motors, based on an 18 Cu.M Box tipper, powered with a 380HP Cummins Engine, with a 9-speed Eaton transmission and is suitable for all type of Construction Applications.

The Tata PRIMA 4438.S (4X2) tractor head and 4038.K (6X4) construction tipper are available at the showrooms of Manahil International Company, across the Kingdom.

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About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of (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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About Manahil International Company, Mohamed Yousuf Naghi brothers group

Envisioned to become a major player in the transportation sector of Saudi Arabia, Manahil International was launched in 2012. As a part of a large Saudi business conglomerate, Manahil International is providing modern transportation solutions to the Saudi market with handful support of its dynamic structure.

With rapidly expanding network, Manahil International is committed to provide contemporary transportation solution services for both public & private sectors of the Kingdom with the help of latest technology, professional human resource & unsurpassed customer service. The state-of-the-art network of workshops, streamlined supply of parts & highly trained technical manpower ensure delivering optimized transportation solution mix to the booming transportation sector in Saudi Arabia.

Manahil International believes that this sector will keep on posting an evolving challenge to the region & hence, foresees a decisive role as a leading transportation solution company in days to come.

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