

NEW HARRIER

SUV THAT LEAVES NO STONE UNTURNED WHEN IT COMES TO SAFETY.

INDIA'S SAFEST VEHICLE RATED



by GLOBAL  NCAP

#SAFERCARSFORINDIA 2023

INDIA'S FIRST SUV RATED



by BHARAT  NCAP

More Stars, Safer Cars



MAJESTIC DESIGN

The New Tata Harrier's youthful energy meets warrior spirit that commands attention with its bold lines and stylish front grille, embodying a dynamic and confident presence on the road. Its carefully crafted details and purposeful design elements reflect the spirit of a modern-day warrior.

SEQUENTIAL DRLs

Stylish indicators with sequential motion on either sides.

LED PROJECTOR HEAD LAMP

Bring alive dynamism in the dark with a clear view in front.

CENTRE POSITION LAMP

Attractive Centre Position lamp that run throughout the boot that gives it a look to die for

FRONT FOG LAMP WITH CORNERING FUNCTION

Get better visibility in foggy situations with brighter lights.



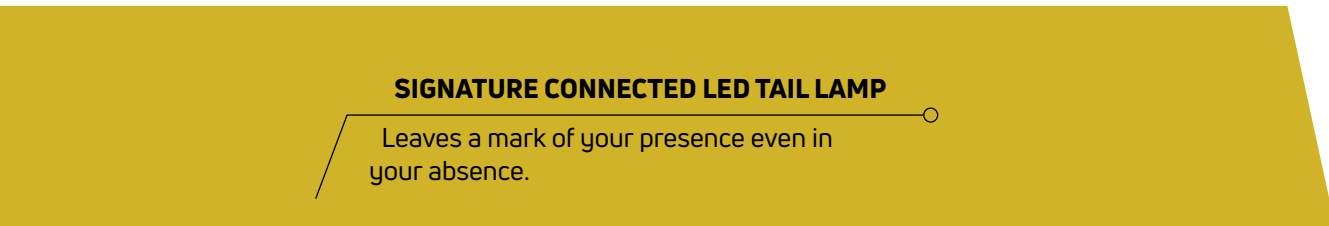
RUGGED ROOF RAILS

Introduces a character seamlessly.



DUAL TONE ROOF

Puts up a show every time you look up.



SIGNATURE CONNECTED LED TAIL LAMP

Leaves a mark of your presence even in your absence.



REAR FOG LAMP

Stay safe even in the dark.



STYLISH R18 ALLOY WHEELS WITH AERO INSERTS

Make your presence felt as you drive on.



SIGNATURE HARRIER MASCOT ON DOORS

Leave an everlasting impression while you drive off.



PERSONA-THEMED INTERIORS

Personalised interiors made just the way you want them.



VOICE ASSISTED PANORAMIC SUNROOF WITH MOOD LIGHTS

Create a perfect mood for every trip.



THEMED DASHBOARD WITH MOOD LIGHTING

Experience opulence and style around you on the go.

NEW-GEN CENTRAL CONTROL PANEL

Your personal command center that lets you focus on driving.

DIGITAL STEERING WITH ILLUMINATED LOGO

Steer in style everywhere you go.

ELEVATING PERFORMANCE AND DRIVABILITY

The powerful Kryotec 2.0 L Diesel Engine with 6-speed Auto and Manual transmission redefines your driving experience. The seamless gear shifts and responsive acceleration, effortlessly conquers every road you decide to take.

6-SPEED AUTOMATIC TRANSMISSION

Elevate to an effortless and comfortable driving experience.



KRYOTEC 170 PS BS6 PH2 DIESEL ENGINE

Expect an exhilarating performance every time.



DUAL PADDLE SHIFTERS

Ramp up the thrill while staying in control.

BEJWELED TERRAIN MODE SELECTOR

Add a touch of elegance to your adventure.



COCOONED SAFETY

Experience cocooned safety of the Tata Harrier SUV with 7 airbags, ADAS, Advanced ESP, and many more. Tata Harrier lets you explore with confidence, knowing that your safety is our utmost priority.



5-STAR GNCAP SAFETY RATING



#SAFERCARSFORINDIA

BHARAT NCAP SAFETY RATING



More Stars, Safer Cars



ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS - LEVEL 2)

Assured best-in-class safety with 20 functions for you and your loved ones.

PEDIGREE OF OMEGARC

Derived from the legendary Land Rover D8 platform for legends like you.

EMERGENCY-CALL / BREAKDOWN-CALL

When you're in need, support is just a call away.

B-Call : 24/7 Assistance in an event of a car breakdown*.

E-Call : 24/7 Assistance in an event of an emergency*.





TYRE PRESSURE MONITORING SYSTEM (TPMS)

Always keep a tab on your vehicle's tyre pressure on the screen.

3 POINT ELR SEATBELT FOR ALL PASSENGERS

Safety for all on the long drives.



BUILT IN 7 AIRBAGS

Safety standards that will redefine trust on every journey.

ELECTRONIC STABILITY PROGRAM (ESP)

Stay protected in all situations with advanced ESP.




HARRIER

— NOW WITH ADAS - LEVEL 2 —



ADAS

BUILT TO TAKE ON SURPRISES 

IN-VOGUE TECHNOLOGY

The Harrier's advanced technology features are designed to keep you connected, entertained, and in control. The intuitive infotainment system, smartphone connectivity, navigation, and voice command make the Harrier in vogue with the latest tech trends.

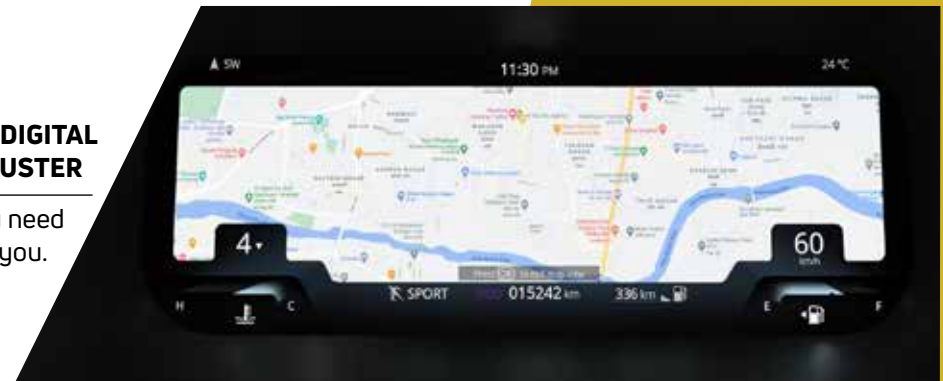
31.24 CM HARMAN™ TOUCH SCREEN INFOTAINMENT

Get easy access to all your needs with just a tap.



26.03 CM DIGITAL INSTRUMENT CLUSTER

Get all the information you need on-the-go, right in front of you.



HARMAN™ AUDIOWORX WITH JBL MODES

Bring alive the audiophile in you with next-level sound.

JBL™ MUSIC SYSTEM WITH 10 SPEAKERS

Immerse yourself in audio ecstasy.





ANDROID AUTO™ & APPLE CARPLAY™ OVER WIFI

Pair your gadgets to stay connected on the go.



MULTIPLE VOICE ASSISTANCE INCLUDING ALEXA™

Ease has a new definition with 250+ commands in 6 languages for you to get things done.

SMART E-SHIFTER

Shift to drive with a touch of flair and ease.



CONNECTED VEHICLE TECHNOLOGY WITH IRA

Stay connected with your car in real time.



ELECTRONIC PARKING BRAKE (EPB) WITH AUTO HOLD

Park with peace of mind, even in the busiest and tightest spots.

PREMIUM COMFORT

The Harrier offers an oasis of tranquility for both driver and passenger, with abundant in-cabin space, best-in-class comfort, and technology for ultimate convenience.

6-WAY POWERED DRIVER SEAT WITH MEMORY & WELCOME FUNCTION

Adjust your seat for unmatched comfort.



4-WAY POWERED CO-DRIVER SEAT

Unparalleled comfort for co-passenger on long journeys.



360 SURROUND VIEW SYSTEM

Stay aware of your surroundings in a tight situation.



VENTILATED FRONT ROW SEATS

Stay cool. Stay in style on your trips.





DUAL ZONE CLIMATE CONTROL

Adjust to your personal comfort.



POWERED TAILGATE WITH GESTURE OPENING

Experience convenience and utility even when your hands are occupied.

FRONT & REAR PARKING SENSORS

Park effortlessly, even in challenging situations.

WIDE REAR DOOR SUNSHADES

Don't bother about the rising temperature on your trips.





WIRELESS CHARGER

Charge your devices without the hassle of tangled wires.

SMART 45 W C-TYPE CHARGER

Never run out of battery with a powerful 45W C-type charger.

AUTO HEADLAMPS & RAIN SENSING WIPERS

Drive with confidence in tricky situations like rain or in the dark.



COMFORT HEAD REST FOR 2ND ROW

Relive luxury from the back seat.



AIR PURIFIER WITH AQI DISPLAY

Maintains healthy cabin air quality index levels.



FEARLESS

Underneath your shiny suit and fine moves
lives a person who excels in turning the
odds in his favour.



Sunlit Yellow



EXCLUSIVE INTERIOR FOR SUNLIT YELLOW



THEMED DASHBOARD WITH MOOD LIGHTING

FEARLESS



Coral Red



EXCLUSIVE INTERIOR FOR CORAL RED, PEBBLE GREY & LUNAR WHITE



THEMED DASHBOARD WITH MOOD LIGHTING

Also available in:



Ash Grey



Seaweed Green



Pebble Grey



Lunar White

ADVENTURE

In pursuit of exhilaration, you seek adventure. You are at your peak when you're one with the nature, ready to conquer every road you choose to travel.



Seaweed Green



PERSONA THEMED INTERIORS



THEMED DASHBOARD WITH MOOD LIGHTING



R18 ALLOY WHEELS WITH AERO INSERTS

Also available in:



Ash Grey



Pebble Grey



Lunar White



Coral Red

PURE

You find solace in simplicity by keeping it true to yourself amidst the relentless determination to make it to the top.



Ash Grey



PERSONA THEMED INTERIORS

Also available in:



Pebble Grey



Coral Red



Lunar White

SMART

When everyone is playing their part in the game, you are playing the game. You are the one, always with the upper hand.



Lunar White



PERSONA THEMED INTERIORS

Also available in:



Pebble Grey



Coral Red



Ash Grey

HARRIER

#DARKRULES





BLACKSTONE MATRIX DASHBOARD

Get your swag rolling



BLACKSTONE INTERIOR THEME

Interiors that defines your bold expression.

A black SUV is shown from a front-quarter perspective. The car has a license plate that reads "HARRIER #2444". Overlaid on the car are several visualizations representing ADAS sensors: a large green cone extending forward from the hood, a yellow cone extending forward from the front bumper, and blue concentric circles radiating from the front and sides of the car, representing radar or lidar sensors. The background is a dark, industrial-looking environment.

ADAS
BUILT TO TAKE ON SURPRISES

**ADVANCED DRIVER ASSISTANCE
SYSTEM (ADAS - LEVEL 2)**

Advanced technology solutions
to enhance road safety.

A close-up view of the car's interior dashboard and steering wheel. The dashboard features a large central infotainment screen displaying temperature controls for 24°C and 22°C. Below the screen are two sets of climate control vents and buttons. Red and blue light effects emanate from the vents, illustrating the dual-zone climate control system. The steering wheel has the car's logo in the center.

**VOICE ASSISTED
DUAL ZONE CLIMATE CONTROL**

Now adjust for your individual comfort.

KEY FEATURES

SMART

- LED Projector Head Lamp
- Front LED DRLs
- LED Tail Lamps
- 6 Airbags
- Tilt and Telescopic Steering Wheel with Illuminated Logo
- Fully Automatic Temperature Control
- R17 Alloy Wheels
- ISOFIX
- Electronic Stability Program (ESP)
- Hill Hold Control
- Traction Control
- Roll Over Mitigation
- Corner Stability Control
- Brake Disc Wiping
- After Impact Braking
- Panic Brake Alert
- ABS with EBD
- Rear Parking Sensor
- Height Adjustable Seatbelts for Driver & Co-Driver
- 3 Point Seatbelt with Reminder for All Seats
- Perimetric Alarm System
- Central Locking
- All Power Windows
- 2nd Row Seats with 60:40
- 2nd Row Seats AC Vents
- Smart A & C type Chargers in Front
- Exclusive Persona Themed Interiors

SMART (O)

Features over Smart

- LED DRL's & Centre Position Lamp
- Connected LED Tail Lamp
- Central Arm Rest
- Electrically Adjustable ORVM
- Tyre Pressure Monitoring System
- Roof Rails
- Smart A & C type Chargers in 1st & 2nd Rows

PURE

Features over Smart

- 26.03 cm Harman™ Infotainment Touchscreen
- 26.03 cm Digital Instrument Cluster
- Wireless Android Auto™ & Apple CarPlay™
- 6 Speakers (4 Speakers + 2 Tweeters)
- Rear View Camera
- 250+ Native Voice Commands
- Steering Mounted Switches for Audio/Phone
- Shark Fin Antenna
- Over the Air Updates
- Front 45W C Type Fast Charger
- Exclusive Persona Themed Interiors

PURE (O)

Features Over Pure

- LED DRL's & Centre Position Lamp
- Connected LED Tail Lamp
- Central Arm Rest
- Electrically Adjust & Fold ORVM
- Tyre Pressure Monitoring System
- Roof Rails
- Rear Washer Wiper
- Remote Central Locking
- Smart A & C type Chargers in 1st & 2nd Rows

PURE +

Features Over Pure (O)

- Smart Key with Push-Button Start (PEPS)
- Cruise Control
- Height Adjustable Driver Seat
- Multi Drive Modes (Eco, City, Sport)
- Terrain Response Modes (Normal, Rough, Wet)
- Leather# Wrapped Steering Wheel
- Paddle Shifters*
- Smart E-Shifter*

PURE + S

Features over Pure+

- Voice Assisted Panoramic Sunroof
- Auto Headlamps
- Rain Sensing Wipers

PURE + S #DARK

Features Over Pure+S

- R17 Dark Alloy Wheels
- Exclusive Persona Themed Interiors and Exteriors

ADVENTURE

Features Over Pure+

- R17 Diamond Cut Alloy Wheels
- Persona Themed Leather# Seat Upholstery & Door Pad Inserts
- Height Adjustable Driver Seat with Lumbar Support
- Multi Mood Lights on Dashboard
- Rear Window Sunshade
- Rear Armrest with Cup Holders
- Front LED Fog Lamp
- Rear Defogger
- One Touch Driver Side Window
- Front Armrest with Cooled Storage
- Follow-me Headlamps
- Exclusive Persona Themed Interiors

*AT only

#Leatherette

KEY FEATURES

ADVENTURE +

Features over Adventure

- Voice Assisted Panoramic Sunroof with Mood Lighting
- 360° Surround View System
- R18 Alloy Wheels with Aero Insert
- Electronic Park Brake (EPB) with Auto Hold
- Wireless Charger
- Front Parking Sensors
- Air Purifier with AQI Display
- Auto Headlamps
- Rain Sensing Wipers
- All Wheel Disc Brakes
- Paddle Shifters*
- Smart E-Shifter*

ADVENTURE + #DARK

Features over Adventure +

- R19 Dark Alloy Wheels with Aero Insert
- Exclusive Persona Themed Interiors and Exteriors

ADVENTURE + A

Features over Adventure +

- Advanced Driver Assistance System (ADAS - Level 2) with 20 Key Features
- Advanced ESP with Driver Doze Off Alert

FEARLESS

Features over Adventure +

- 31.24 cm Harman™ Touchscreen Infotainment
- Voice Assisted Dual Zone Fully Automatic Air Conditioning
- Sequential Turn Indicators on Front and Rear LED DRL
- Welcome & Goodbye Animation on Front and Rear LED DRL
- 6 Way Powered Driver Seat with Memory and Welcome Feature
- 4 Way Powered Co-Driver Seat
- Ventilated Front Row Seats (Driver & Co-Driver)
- Winged Comfort Head Restraints on 2nd Row Seats
- 9 JBL™ Speakers (4 Speakers + 4 Tweeters & Subwoofer)
- AudioworX with JBL™ Modes
- Persona Themed Leather# Seat Upholstery & Door Pad Inserts
- Bejeweled Terrain Response Mode Selector with Display
- Front LED Fog Lamps with Cornering Function
- Auto-dimming IRVM
- Advanced ESP with Driver Doze Off Alert
- Hill Descent Control
- Rear Fog Lamp
- Exclusive Persona Themed Interiors

FEARLESS #DARK

Features over Fearless

- R19 Dark Alloy Wheels with Aero Insert
- Exclusive Persona Themed Interiors and Exteriors

FEARLESS +

Features over Fearless

- 7 Airbags (Driver, Co-Driver, Side, Curtain & Driver Knee Airbags)
- Advanced Driver Assistance System (ADAS - Level 2) with 20 Key Features
- Gesture Controlled Powered Tailgate
- Connected Vehicle Technology with iRA
- 10 JBL™ Speakers (5 Speakers + 4 Tweeters & Subwoofer)
- Alexa™ Voice Commands with Car to Home Functionality
- Emergency Call & Breakdown Call Assist

FEARLESS + #DARK

Features over Fearless +

- R19 Dark Alloy Wheels with Aero Insert
- Exclusive Persona Themed Interiors and Exteriors

*AT only

#Leatherette

TECHNICAL SPECIFICATIONS

Architecture

Ω_{RE} (Optimal Modular Efficient Global Advanced Architecture)
derived from Land Rover's D8 Platform

Engine

Max Power: kW@rpm 125 kW (170PS) @ 3750 rpm
Max Torque: Nm@rpm 350 Nm @ 1750 - 2500 rpm
Type Kryotec 2.0L BS6 Ph 2 Turbocharged Engine
Fuel Emission Norm Diesel, BS6 Phase 2
Capacity, Cylinders 1956CC, In line 4 Cylinder

Transmission

Type 6 Speed Manual - All Combinations
6 Speed Automatic - Pure +, Pure + S, Pure + S #DARK & Adventure + onwards

Dimensions

Length x Width x Height (mm) 4605 x 1922 x 1718 (width without ORVM)
Wheelbase (mm) 2741

Brakes

Front (Disc, Drum) Smart, Smart (O), Pure, Pure (O), Pure +, Pure + S, Pure + S #DARK, Adventure
Rear (Disc, Disc) Adventure + onwards

Suspension

Front Independent, Lower Wishbone, McPherson Strut with Coil Spring & Anti Roll Bar
Rear Semi Independent Twist Blade with Panhard Rod & Coil Spring

Tyres

Wheel Size 235/65/R17 Alloys – Smart, Pure, Smart (O), Pure (O), Pure +, Pure + S,
Pure + S #DARK#, Adventure
235/60/R18 Alloys – Adventure+, Adventure+A, Fearless, Fearless+
245/55/R19 Alloys – Adventure+ #DARK, Fearless #DARK, Fearless+ #DARK
235/70/R16 Steel[^]

Spare

Boot Space

Boot Space (Litres) 445 (as per V210)
Boot Space with Rear Seat
Folded (Litres) 815 (as per V212)

Tank Capacity

Fuel tank (L) 50

Seating Capacity

5 Seater

SMS 'HARRIER' to 5616161

Reach us at: <https://cars.tatamotors.com/suv/Harrier>

Email: customercare@tatamotors.com

Harrier Premium 24x7 Toll Free Help Line: 1800 209 8282

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Get membership to Tata Motors SOUL, the official community for Tata SUV owners and enhance your Harrier experience with a range of privileges. To know more, log in to soul.tatamotors.com

NOW WITH

3 years | 1 00 000 km

WARRANTY**

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HARRIER

#DARKRULES



SAFEST VEHICLE* IN INDIA

(HIGHEST 5-STAR SAFETY RATING)

*As per Global NCAP Rating

INDIA'S SAFEST VEHICLE RATED



by GLOBAL NCAP

INDIA'S FIRST SUV RATED



by BHARAT NCAP

#DARK

When the Harrier #Dark takes over the reigns,
Everybody bows down in obedience to its swag.
An epitome of grace, style and sleek looks,
It is truly in a league of its own.





BLACKSTONE MATRIX DASHBOARD

Get your swag rolling



BLACKSTONE INTERIOR THEME

Interiors that defines your bold expression.

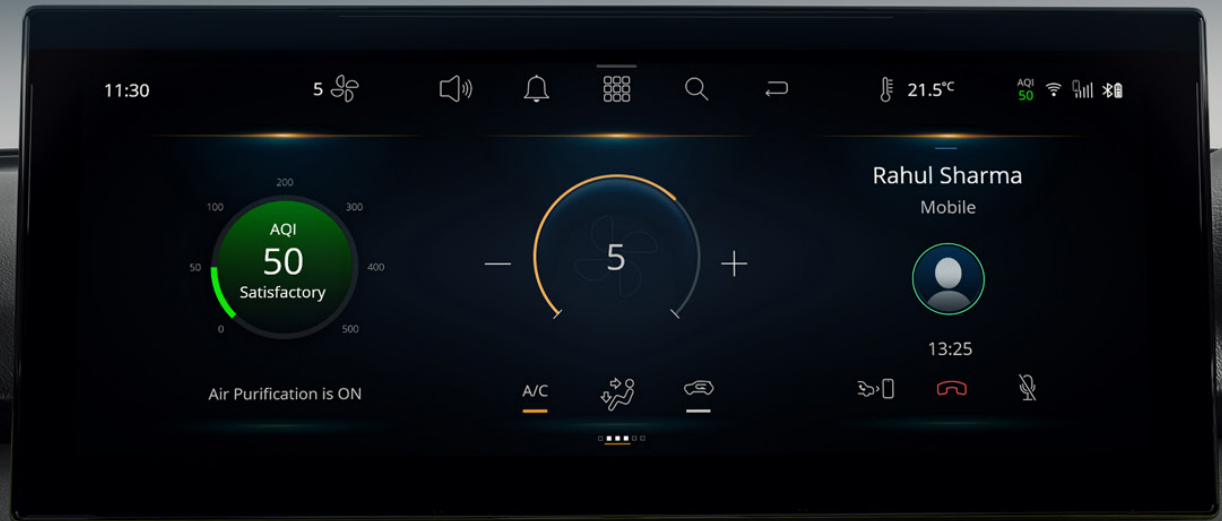


**INVINCIBLE
#DARK BADGE**

A marque of power

**31.24 CM HARMAN™
TOUCHSCREEN INFOTAINMENT**

Advanced 31.24 cm high-resolution touchscreen system with multi-command inputs for easy access to all your needs.





**R19 BLACKSTONE ALLOY WHEELS
WITH AERO INSERT**

A perfect compliment to the Oberon Black exteriors, a head turner for sure !

WIDE PANORAMIC SUNROOF

Witness glorious views of the sky in the lap of luxury.

ADAS

BUILT TO TAKE ON SURPRISES



ADVANCED DRIVER ASSISTANCE SYSTEM (ADAS - LEVEL 2)

Advanced technology solutions to enhance road safety.



VOICE ASSISTED DUAL ZONE CLIMATE CONTROL

Now adjust for your individual comfort.



6-WAY POWERED DRIVER SEAT WITH MEMORY & WELCOME FUNCTION

Set your seat to your own personal comfort.

4-WAY POWERED CO-DRIVER SEAT

Unmatched comfort for the co-passenger during long journeys.



Pure + S #DARK

Key Features

- R17 Blackstone Alloy Wheels
- Bold Oberon Black Exteriors
- Exclusive Blackstone Themed Interiors
- #DARK Badging
- #DARK Logo on Headrest
- Voice Assisted Panoramic Sunroof
- 26.03 cm Harman™ Touchscreen Infotainment
- 26.03 cm Digital Instrument Cluster
- 6 Airbags (Driver, Co-Driver, Side & Curtain Airbags)
- Tyre Pressure Monitoring System
- Smart Key with Push-Button Start (PEPS)
- Cruise Control
- Multi Drive Modes (Eco, City, Sport)
- Terrain Response Modes (Normal, Rough, Wet)
- Paddle Shifters*
- Smart E-Shifter*
- Wireless Android Auto™ & Apple CarPlay™
- 6 Speakers (4 Speakers + 2 Tweeters)
- 250+ Native Voice Commands
- Over the Air Updates
- Steering Mounted switches for Audio/Phone
- Rear View Camera
- Auto Headlamps
- Rain Sensing Wipers
- Fully Automatic Temperature Control
- Electrically Adjust & Fold ORVM
- LED DRLs & Centre Position Lamp
- Connected LED Tail Lamp
- LED Projector Head Lamp
- Tilt and Telescopic Steering Wheel with Illuminated Logo
- ISOFIX
- Electronic Stability Program (ESP)
- Hill Hold Control
- Traction Control
- ABS with EBD
- Height Adjustable Seatbelts for Driver & Co-Driver
- 3 Point Seatbelt with Reminder for All Seats
- Perimetric Alarm System
- All Power Windows
- 2nd Row AC Vents
- Roof Rails
- Shark Fin Antenna
- Rear Washer Wiper
- Remote Central Locking
- Smart A & C type Chargers in 1st & 2nd Rows
- Front 45W C Type Fast Charger
- Leather# Wrapped Steering Wheel

#Leatherette.

Adventure + #DARK

Feature Over Pure+S #DARK

- R19 Blackstone Alloy wheels with Aero Insert
- Leather# Seat Upholstery & Door Pad Inserts
- 360° Surround View System
- Electronic Park Brake (EPB) with Auto Hold
- Wireless Charger
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- Front LED Fog Lamp
- Rear Armrest with Cup Holders
- Rear Defogger
- One Touch Driver side Window
- Follow me Headlamps

Feature Over Adventure + #DARK

- 31.24 cm Harman™ Touchscreen Infotainment
- Voice assisted Dual Zone Fully Automatic Air Conditioning
- Ventilated Front Row Seats (Driver & Co-Driver)
- 6 Way Powered Driver Seat with Memory and Welcome Feature
- 4 Way Power Co-Driver Seat
- 9 JBL™ Speakers (4 Speakers + 4 Tweeters & Subwoofer)
- AudioworX with JBL™ Modes
- Welcome & Goodbye Animation on Front and Rear LED DRL with Sequential Turn Indicators
- Winged Comfort Head Restraints on 2nd Row Seats
- Bejeweled Terrain Response Mode Selector with Display
- Auto-dimming IRVM
- Hill Descent Control
- Rear Fog Lamp

Feature Over Fearless #DARK

- 7 Airbags (Driver, Co-Driver, Side, Curtain & Driver Knee Airbags)
- Advanced Driver Assistance System (ADAS – Level 2) with 20 Key Features
- Gesture Controlled Powered Tailgate
- Connected Vehicle Technology with iRA 2.0
- 10 JBL™ Speakers (5 Speakers + 4 Tweeters & Subwoofer)
- Alexa™ Voice Commands with Car to Home Functionality
- Emergency Call & Breakdown Call Assist

Fearless #DARK

Fearless + #DARK

TECHNICAL SPECIFICATIONS

Powertrain

Type	KRYOTEC 2.0L BS6 Ph 2 Turbocharged Engine
Fuel Emission Norm	Diesel, BS6 Phase2
Capacity cylinder	1956CC, In-line 4 cylinder
Max Power : kW/rpm	125 kW (170PS) @ 3750 rpm
Max Power : Nm/rpm	350 Nm @ 1750 - 2500 rpm
Transmission Type	6 Speed Automatic/6 Speed Manual
Brakes (Front, Rear)	(Disc, Drum) - Pure + S #DARK (Disc, Disc) - Adventure+ #DARK onwards
Dimensions	
Length x Width x Height (mm)	4605 x 1922 x 1718 (width without ORVM)
Seating Capacity	5 Seater
Wheelbase (mm)	2741
Wheel Size	235/65/R17 Alloys – Pure + S #DARK 245/55/R19 Alloys – Adventure + #DARK, Fearless #DARK, Fearless + #DARK
Spare Wheel	235/70 R16 Steel
Boot Space (Litres)	445 (as per V210)
Boot Space (with Rear Seat folded) (Litres)	815 (as per V212)

To know more:

Call - 1800 209 8282

Website: cars.tatamotors.com/suv/harrier

Email: customer-care@tatamotors.com

NOW WITH

3 years | 100 000 km

WARRANTY*



Download the Tata Motors' Connected-car App, iRA.**

Tata Motors Passenger Vehicle Business Unit,

Tata Motors Limited, 4th Floor, Ahura Centre, Mahakali Caves Road, MIDC, Andheri (East), Mumbai 400093.


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HARRIER

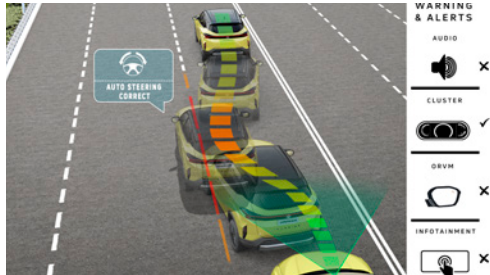
— NOW WITH ADAS - LEVEL 2 —



ADAS

BUILT TO TAKE ON SURPRISES 

Advanced Driver Assistance System (ADAS - Level 2) are advanced technology solutions intended to enhance the road safety by preventing or reducing the impact of potential accidents. ADAS systems activate safety measures by alerting the driver and initiating possible safeguard measures in the vehicle. ADAS by Tata Motors is an intuitive driving technology which is built to take on any surprises while driving, so that you can experience a safe journey with your loved ones.

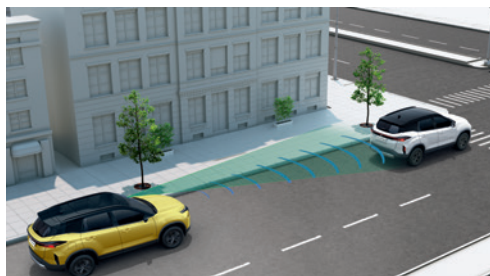
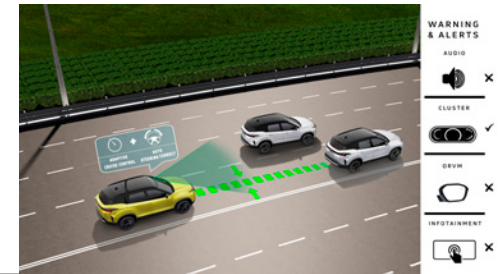


LANE KEEP ASSIST // NEW

Afraid of unintentional Lane Deviations ? Don't Worry now. Your car's Intelligent ADAS System monitors the Lane markings and corrects your course by automatically adjusting the steering, so that you stay safe in your Own Lane

ADPATIVE STEERING ASSIST WITH LANE CENTERING* // NEW

Now Enjoy next level of comfort and Safety. The adaptive cruise control system works in tandem with Smart lane centering assist to ensure that your car not only maintains a safe cruising speed but also remains centered in its lane by automatically adjusting the steering when required.



FORWARD COLLISION WARNING

Who knows what lies ahead, right? But your car knows what's coming. Keeps you and others safe on the road through an audio-visual warning that alerts you of any probable collision. The ADAS system monitors the distance from any vehicle, pedestrians or a cyclist in front and gives Audio & Visual alerts , so that you can take necessary action in time.

*AT Only



AUTONOMOUS EMERGENCY BRAKING

Leave no room for uncertainties on road with Autonomous Emergency Braking. The ADAS system monitors the surrounding to identify probable collision scenarios with vehicles, pedestrians and cyclists and if required applies brake automatically* to ensure that you and others stay safe from any harm.

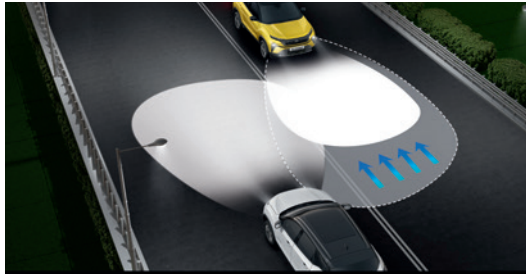
ADAPTIVE CRUISE CONTROL*

This system is designed to help vehicles maintain a safe following distance and stay within the speed limit. This system adjusts the car's speed automatically, so drivers don't have to. These sensory technologies allow the car to detect and warn the driver about potential forward collisions.



TRAFFIC SIGN RECOGNITION

You might miss the traffic signs sometimes, but now your car won't. The ADAS system monitors traffic sign boards like 'Speed Limits', 'No Overtaking', and provides you with inputs so that you can take necessary corrections if required.



HIGH BEAM ASSIST

Now drive freely on the roads without having to worry about distractions caused by oncoming vehicles. High Beam Assist automatically adjusts headlights from high to low beam when oncoming vehicles are detected.

LANE DEPARTURE WARNING

Your car now helps you to stay alert on road by informing you about the things you are unaware of. The ADAS system monitors lane markings and warns you of any un-intended deviation from the lane.



BLIND SPOT DETECTION

Blind spots can take you by surprise even on your best days. Blind Spot Detection system monitors vehicle's surrounding to identify any blind spots and alerts you of any possible hazard through audio-visual warnings so that you can take pre-cautionary actions.

LANE CHANGE ALERT

Your car now helps you to stay alert on road by informing you about the things you are unaware of. The ADAS System monitors the surrounding and warns you of any dangerous lane change.



DOOR OPEN ALERT

The ADAS system monitors and informs you and the passengers of any incoming speeding vehicle which might be a potential hazard in event of door opening. It activates audio-visual alerts to ensure **that you're not caught off guard while exiting your vehicle.**

REAR CROSS TRAFFIC ALERT

The system **prevents you from getting startled by objects** approaching or present in the rear blind spot of the vehicle and alerts you through audio and visual alerts which help in easy and safe reversing.



REAR COLLISION WARNING

The ADAS system **monitors and alerts you of any incoming speeding vehicle** in the rear of your vehicle through audio and visual alerts. It also alerts the driver of incoming vehicle to take necessary actions by blinking of hazard lamps.