

GEAR UP FOR GREAT

ZICA FROM TATA MOTORS

Key Highlights:

- **Designnext features:**

- Global design inputs from Pune, UK and Italy studios have contributed to the new design language
- Fresh exterior design from Tata Motors which is 'Expressive and Exciting' coupled with Extraordinary features in the segment
- A confident and agile stance, bold sculpted body with sharp lines, new multifaceted Tata emblem and signature hexagon grill make the ZICA rise above the crowd
- ZICA comes with inviting interiors complemented by the layered design theme, coupled with dual tone colour scheme with sporty geometric patterns, customizable air vents and premium knitted fabrics
- Intelligent Use of Space - It has been cleverly designed to provide 22 utility spaces and a versatile boot space of 240 litres which has a separate partition for the tool kit and shopping bag hooks with weight markings

- **Drivenext features:**

- Introducing the new Revotron 1.2L petrol engine and debut of the first Revotorg 1.05L diesel engine, indigenously developed in-house, will deliver a refined performance
- First-in-segment Multi-drive modes - City and Eco – delivering both -fuel economy and a peppy driving experience
- Advanced Dual Path Suspension and 9th generation ABS with EBD and Corner Stability Control for a safe and smooth ride
- EPAS with Active Return Function ensures 95% return ability for easy driving
- Gear shift indicator for comfortable driving

- **Connectnext features**

- An intelligent Next-Gen Connectnext Infotainment system, exclusively developed by HARMAN™ for an engaging audio experience
- First-in-class Smart phone enabled Turn-By-Turn* Navigation app
- First-in-Segment Juke-Car* app
- User configurable vehicle settings provide personal touch



Tata Motors presented the latest in its design language, backed by segment leading drive and connect features as it today showcased its newest offering, the ZICA. The car's name has been inspired by its zippy drive experience, to present an abstracted form for Zippy Car. Taking the spirit of innovation further, the ZICA exudes cutting edge design, technology and driving dynamics that will create new benchmarks in the industry and strives to excite its customers globally with the best product experience.

DESIGNEXT

Design is seen as among the top key factors for car purchase decisions, today. Tata Motors recognizes this and the ZICA is a result of the Company's relentless focus on design. With inputs from the Pune, UK and Italy design

studios, the Company is all set to offer iconic products with its new design language. ZICA reaffirms this and reinforces the company's future design direction.

ZICA comes with new design language that distills the fine points of auto design with styling and lines that accentuate modern India and its global citizens. Global design inputs from Pune, UK and Italy studios have contributed to the car's Designnext credos - Humanity Line, Slingshot line and Diamond DLO, giving it a bold and sculpted look.

The appealing exterior design of ZICA has a dynamic silhouette that emphasizes the compact look and sharp design. The new three-dimensional 'T' Logo is placed in a semi vertical position on the signature hexagon grill, facing the road, giving it a bold, expressive face which further adds to its confident and agile stance. The dynamic stance of the vehicle is further enhanced by extraordinary design elements like the three dimensional headlamps with smoked lens and sporty black bezel, sharp tail lamps and the prominent humanity line which excite and accentuate the sportiness of the car. The specially designed spoiler spats look very trendy while aiding in aerodynamics and add to aesthetics. The windshield wiper have been designed lower in the ZICA, for better visibility through the windshield. The youthful, energetic and bold character of the car is sure to make heads turn on Indian roads.

ZICA's interiors have been crafted with utmost precision for a premium feel. Materials used in the new car are very tastefully selected with highest quality of craftsmanship. The geometric texture accented with chrome handles, knitted fabrics, colour harmony, layered design theme with a dual tone interior, customisable air vents, premium graphics on the fabric and body hugging seat bolsters lend a very upmarket and inviting feel to the interiors. The top end variant comes with colour-accentuated air conditioning vents in line with the body colour, to add a cool quotient on the interiors. Height adjustable headrest and seat, give a perfect driving position for a comfortable journey. The dashboard has been designed elegantly with all controls within easy reach and comes with the next generation Connectnext Infotainment system by HARMAN™, complemented by the sporty instrument cluster pods. The central console sports rotary knobs which provide for a contemporary design and a better tactile feel.

With this car, Tata Motors has addressed a key customer requirement of multiple storage spaces. The car has been intelligently designed to provide 22 utility spaces, despite keeping the interior roomy. It has a large and versatile luggage space of 240 litres with the added convenience of shopping bag hooks along with markings mentioned on each hook for the weight. A separate partition for the tool kit and smart use of moulded carpets make the boot space very user-friendly.

DRIVENEXT

The stylish design is complemented by enhanced performance and driving dynamics. The ZICA will be available in petrol and diesel variants, two new engines - Revotron 1.2L (petrol engine) and Revotorq 1.05L (diesel engine), indigenously developed by the company in-house and globally benchmarked for a refined performance on road.

Revotron 1.2L: The second new petrol engine from the Revotron series

The Revotron 1.2L delivers a power of 85 PS and a flat torque of 115 Nm @ 3500 rpm. It is an all-aluminum engine, making it light, fuel efficient yet powerful. It is a contemporary three cylinder naturally aspirated engine and comes packed with many new technologies like Variable Cam Timing (VCTi)- which provides ideal cam events at various engine speeds, delivering optimum performance. This also allows 'internal' exhaust gas re-circulation to improve the fuel efficiency. The Revotron engine is designed for low-friction performance and comes equipped with a low-weight crankcase set-up and a variable oil pump, it delivers higher fuel efficiency. It has hydraulic lash adjusters, durable chain-drive and an auto-tensioner at the Front-end Accessory Drive (FEAD) for low cost operation and maintenance.

Revotorq 1.05L: The first new diesel engine from the Revotorq series

The Revotorq 1.05L delivers optimum power of 70 PS for ease of drive, both in city and on highways with the highest torque in the segment for wider engine speed zone – 140 Nm @ 1800-3000 rpm. The state-of-the-art Revotorq engine is loaded with technologies like dual overhead camshafts, central injectors, optimized valve lift & low friction crank train to deliver superior fuel efficiency. It comes with a well-balanced turbocharger, electronic throttle control and optimized compression ratio ensuring flat torque delivery for better drivability. It is equipped with a balancer shaft to reduce engine vibrations and allows refined engine operation, resulting in a smoother drive. The engine has an improved timing belt life, auxiliary belt life, oil change interval and fuel filter change intervals, which results in low cost of ownership.

Multi-Drive Mode:

Both these engines have been designed and programmed to deliver superior fuel economy and a peppy driving experience with a segment-first feature, the Multi-drive mode – City and Eco. With this, it is equivalent to offering the performance of two engines in one. The two drive modes are supported by an advanced Engine Management System (EMS).

The car comes with scooped out front seat backs for more leg room and adjustable driver seat height for a comfortable driving position. Multi-information display that shares vital vehicle information on the move. It also comes with 22 multiple storage spaces - smart driver side pocket, cup-holders on front console, tab holder in glove box, smart recessed storage on dashboard, which make the drive experience very comfortable.

Taking driving dynamics a notch higher, ZICA offers a low NVH with superior ride and handling due to the dual path suspension and use of special materials such as sound deadening steel. It comes with enhanced HVAC (Heating, Ventilation and Air Conditioning) unit to meet the diverse climatic conditions in India. Its Air-Conditioning (AC) has been designed for maximum performance. AC vents are located optimally for better feel of air for passengers with class-leading air velocity for rear passenger seat. ZICA also comes equipped with a chilled glove-box.

The car comes packaged with many safety features such as the dual front airbags for maximum safety in case of a collision, advance 9th generation ABS with EBD and corner stability control, rear parking sensors with display on infotainment screen and energy absorbing body structure for superior safety.

CONNECTNEXT

Under Connectnext, ZICA will deliver a new level of driving and ownership experience as users from their own smart device enjoy superior quality of entertainment. Recognising the dynamic consumer world where connectivity is an increasing need for all, ZICA comes equipped with an infotainment and audio acoustics system designed exclusively by HARMAN. The infotainment system comes with features such as play music via FM/ AM, USB, iPod, Aux and Bluetooth Audio. ZICA has an 8 speaker audio system with speed dependent volume control.

Taking the Connectnext experience to the next level, ZICA introduces new segment-first applications like the Turn-by-Turn Navi app and the Juke-Car app. This first-in-segment app displays Turn-by-Turn navigation when connected to a smartphone via Bluetooth. The audio prompts and hard key operations are used to control navigation providing sheer convenience. This app also provides guidance on Estimated Time of Arrival (ETA) and Next Maneuver, which helps in simplifying navigation while driving. Along with Bluetooth pairing, it also supports speed volume control, steering wheel mounted information controls and phonebook on-the-fly.

The Juke-Car app, a first-in-segment feature, utilizes mobile hotspot to create a virtual network and host a service for sharing list of available songs in the device. All connected devices can view the song list on the hotspot device. Users can place their requested song queuing. The Juke-Car app then plays the songs one after the other. Enhancing the comfort and convenience of passengers, the car also has user selectable vehicle setup like 'follow me home' timer and steering mounted controls.

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