

## Tata Motors joins Google to launch Tata Altroz Voice BoT

**Mumbai, December 3, 2019:** Tata Motors in association with Google, today announced the launch of 'Tata Altroz Voice BoT', a personalized, interactive voice experience for the Tata Altroz, using the Google Assistant.

The **Tata Altroz Voice BoT** is designed to assist customers all along their online buying journey and enhancing their in-car connected experience through access to rich content such as product features and specifications, in an interactive and immersive manner. All a user needs is a phone that has a Google Assistant – and say 'Ok Google, Talk to Tata Altroz' to activate the experience by asking any question about the car. The voice assistant can also be paired with the Tata Altroz car via Android Auto or Apple Car Play; delivering a fully voice enabled discovery of the car, all the way to even booking a test drive at a dealership of choice.

**Commenting on the launch of this tech-savvy customer-friendly service, Mr. Mayank Pareek, President - Passenger Vehicle Business Unit (PVB), Tata Motors said,** "Users today are passing through the purchase journey entirely fueled by self-investigation. We know from our long partnership with Google that this journey is predominantly aided through online research, that too mostly on mobile devices. To cater to these evolving needs, we are delighted to launch the **Tata Altroz Voice BoT**, one of our many initiatives that will enhance the overall buying experience of the users. We hope that this class-defining service will be appreciated and will contribute to a more convenient buying experience."

**Mr. Nikhil Bansal, Head of Industry - Auto, Google India, said** "With the Google Assistant, we have strived to help users get things done in their world, by simply speaking. We are pleased to work with Tata Motors in building a voice experience that helps users learn about the Tata Altroz and its features, and even book a test drive. We look forward to this implementation of the Google Assistant being used in more helpful ways."

Bringing concept to reality, the Tata Altroz promises to redefine the category of premium hatchbacks and set the **GOLD Standard** in Safety, Design, Driving Dynamics, Technology and Customer Delight. The excitement around the product is overwhelming and grows by the day. To know more about the Altroz, please visit: [www.Altroz.tatamotors.com](http://www.Altroz.tatamotors.com)

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### About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](http://TATAMOTORS)), a USD 44 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 110 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 134 subsidiaries, associate companies and joint ventures, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia. To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: <https://twitter.com/TataMotors>)

### Media Contact Information

Tata Motors Corporate Communications E-mail: [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com) / +91 22-66657613