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**PRESS RELEASE**

## Tata Motors launches the all-new Ace Gold Petrol CX at Rs. 3.99 lakh; making it India's most affordable 4-wheel commercial vehicle

*The Ace Gold Petrol CX will aim to reinforce its position as the most preferred mini-truck for budding entrepreneurs*

### Key highlights:

- Available in two variants: flat bed and half deck load body, priced at Rs. 3.99 lakh\* and Rs. 4.10 lakh\* respectively
- Powered by powerful, reliable and efficient 694cc petrol engine
- Available at the lowest EMI of Rs. 7,500<sup>^</sup>

**Mumbai, 29 July 2021:** Tata Motors, India's largest commercial vehicle manufacturer, today launched an all-new variant of its most popular small commercial vehicle (SCV), the Ace Gold Petrol CX starting from Rs. 3.99 lakh\*. Available in two variants, the flat bed variant is attractively priced at Rs. 3.99 lakh\* while the half deck load body variant will cost Rs. 4.10 lakh\*. Its new price point, coupled with easy financing options, make it a great option for first-time commercial vehicle users, in both rural and urban areas. For further ease of buying and increased accessibility, Tata Motors has partnered with the State Bank of India to make its customers avail of a never-before offer with lowest EMI of Rs. 7,500<sup>^</sup> and up to 90% on-road finance.

The Tata Ace Gold Petrol CX Variant is the only four-wheel SCV powered by a 2-cylinder engine and a gross vehicle weight of more than 1.5 tonne in India, to be available below the Rs. 4 lakh price point. It is powered by the same fuel-efficient and reliable Ace Gold Petrol 694cc engine, mated to a four-speed transmission; the new variant is engineered for maximum profitability. Developed on the back of enhanced customer-focused strategies and introduction of path-breaking technologies and innovations by Tata Motors, the Ace Gold Petrol CX variant will prove to be a gamechanger in the SCV segment.

Speaking about the pioneering mini truck, **Mr. Vinay Pathak, Vice President, Product Line – SCV & PU, Tata Motors**, said, *“The launch of the new Ace Gold Petrol CX marks another milestone in the spectacular journey of the ‘Chota Haathi’. The Tata Ace continues to be a strong, reliable and multipurpose vehicle having provided means of livelihood to over 23 lakh Indians to date. Resonating the Government’s Aatmanirbhar Bharat vision, Tata Motors aims to inspire an entrepreneurial mindset through the launch of this vehicle. Tata Motors has effortlessly remained astride the commercial vehicle market by continuously upgrading its product offerings keeping pace with constantly evolving transportation needs. The Tata Motors’ Ace platform has exponentially evolved over the last 16 years, focusing on bringing safer, smarter and valuable offerings to its customers in last-mile transportation. With our latest addition, we hope to stand behind the aspirations of the Indian entrepreneurs, making the Tata Motors Ace Gold Petrol CX the most affordable 4-wheel commercial vehicle in India.”*

The new Tata Ace Gold Petrol CX promises to be at the forefront of last-mile delivery because of its versatility across applications, which include market logistics, distribution of fruits, vegetables, and Agri products, beverages & bottles, FMCG and FMCD goods, e-commerce, parcel & courier, furniture, packed LPG cylinders, dairy, pharma and food products, refrigerated transport, as well as waste management applications. The Tata Ace Gold Petrol CX is poised to ensure a sustainable and profitable last-mile distribution, in the Indian trucking space and generate millions of success stories for years to come.

Like all other Tata Motors commercial vehicles, the latest Ace Gold Petrol CX will be backed by the Sampoorana Seva 2.0 initiative, offering various vehicle care and service promise programs, annual maintenance packages and resale opportunities. It additionally comes with a promise of 24x7 roadside assistance – Tata Alert, a time-bound complaint resolution promise at workshops – Tata Zippy and a 15-day accident repair guarantee – Tata Kavach to ensure quick service turnaround time.

\*Prices ex-showroom, Pune. <sup>^</sup>with SBI 90% on road LTV scheme

### About Tata Motors

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 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 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

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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.

**Media Contact Information:** Tata Motors Corporate Communications: +91 22-66657613 / [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com)

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