

TATA MOTORS



# PRIMA

## THE WAY THE WORLD TRUCKS...

International Business Commercial Vehicles Quarterly Newsletter on Tata Prima

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**Mr. RT Wasan**  
Head (International Business),  
Commercial Vehicles Business Unit

We are happy to announce the release of 'Prima.... the way the world trucks', a quarterly magazine specifically designed for our international customers, to keep you abreast with the latest happenings on Tata Prima.

The Tata PRIMA range has been developed by a team of engineers from across the globe including UK, South Korea, Italy and India. It has been supplemented by inputs from some of the best known leading Global supplier partners from across the world including USA, Germany, South Korea.

The Tata Prima range makes it possible for transporters to reap the benefit of the Tata PRIMA trucks with higher power, speed, carrying capacity and effectively the lowest cost of ownership for the customer. The Tata Prima also comes with a contemporary cabin providing world class aesthetics, comfort and safety.



**Mr. Ravindra Pisharody**  
Executive Director,  
Commercial Vehicles Business Unit

The launch of the Tata Prima brand in the global market, is an important milestone in Tata Motors' continued expansion globally. A new range of next-generation commercial vehicles by Tata Motors, the Tata Prima is shaped by the latest technology, know-how and expertise from across the globe. The Prima range is world-class in every sense, giving the customers competitive business advantages, with the trusted credentials of the Tata Motors brand. The Tata Prima will not only meet the changing business needs but will change the way the world trucks and this magazine will help customers have useful insights about the product and first hand experiences shared by our valued customers worldwide.

## CONTENTS ■

The Birth of Prima	03
Global Launches	04
Customer Feedback: Prime link	05
Know your Prima	06
T1 Prima Truck Racing Championship	08
Tata Motors' association with IPL	10
Play Time	11

## EDITORIAL TEAM ■

Shara Jacob Manager (Marketing Services), IB-CV

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Designed by doocreative.com

# Tata Prima, the prima donna in trucks!

When Tata Motors first started thinking about Prima, obviously there was an input from our studies that some of the global names that are now in India are looking at the Indian market. At the same time we were also looking at how Indian customers – and not just truck customers – were changing their thought process and moving towards urbanization or development. We studied transformations of other commercial vehicle markets such as Brazil, Western Europe, Russia, China, etc. and the customer pattern in each of these regions and how their demands were changing with time. With these reference points, we mapped how India was likely to progress. We did this mapping and analysed our products and started working on futuristic products accordingly. We had the option of taking the current generation products at that time to stage 2 or 3, but beyond that there was a need for a completely different product line. Coming up with a completely new line of products is not an overnight job. There is huge investment of time and technology, especially when you are planning such a huge leap. So while we started working on the Prima, we also took the conscious decision to invest in upgrading the existing trucks also. In fact the Prima range of trucks can go much longer in terms of technology, as compared to some of the products that have been introduced by the European and American companies.

The Prima was first unveiled in May 2009 – which was a media unveiling. We started selling Prima towards the end of 2009. This was the time when we launched the **World Truck** platform, which we later called as Prima.

This beauty on wheels not only beautifies the highways it runs on, it has raised the bar for trucking in India, and in turn enhanced brand Tata Motors globally. Great cabin features,



power-to-weight ratio, safety aspects, advanced technologies, quality and reliability, faster return on investment, make it the best truck range in India and a competitive value proposition globally. Profitability combined with long distance transport design, makes it ideal for all. Be it large captive users, miners, transporters or owner drivers operating small fleets.

The Tata Prima is perhaps the first truck in India to ensure maximum driver comfort in its cabins. Called the cockpit, it's both functional and attractive with separate areas for work and rest. The smartly designed dash board can be easily accessed by the driver. The cabin is air conditioned, with enough space, reclining seats, arm rests, an adjustable steering system, music system, Global Positioning System, as standard features. Thus ensuring a better work environment for drivers and improved productivity. Available in a range extending upto 49 tonnes and engine options upto 380 hp, the Tata Prima is an ideal work horse for movement of goods and material across distances.

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# Global Launches

After its successful run in India, Tata Prima has been launched to positive reviews in Africa, Srilanka, UAE and Qatar. The road to success in these nations is challenging. We have a winner with us and let's get into the Driver's seat and zoom.



## Prima Unveiled in South Africa



1 & 2. Prima Unveiled in JIMS South Africa



## Prima Launch in Sri Lanka



1. L-R: Mr. Arup Baruah, Mr. Vijitha Bhandara of Dimo, Sri Lanka, Mr. Rudraup Maitra, Mr. RT Wasan, Mr. Dinesh Chandimal, Mr. Ranjith Pandithage Chairman of DIMO PLC and Mr. Avinash Gupta 2. Prima Truck & Tipper on display at the 2013 Johannesburg International Motor Show in South Africa Prima launch in Sri Lanka in May 2013



## Prima Launch in Qatar



1. L-R: RT Wasan of Tata Motors, Mohammed Yousef Al-Mana, Executive Director, Al Hamad Automobile, Ravindra Pisharody of Tata Motors, HE Sanjeev Arora, Indian Ambassador to Qatar, Georges Annich, General Manager, Al Hamad Automobile, Khaled Al Nasr, CEO Emdad Equipment Leasing Company, Rafat Gerges, Finance & Admin, Al Hamad Automobiles 2. Officials interacting with guests at the show

# Customer feedback

PRIME LINK

UAE



Prime Link, one of our biggest customers of Prima in the Middle East, with a 70-strong multi-brand truck fleet, has been enabling both multinational and local companies to focus on their core businesses whilst they take care of their logistics for over 30 years. The Dubai headquartered logistics firm owns 26 Tata Primas, having become the first company in the Middle East to take delivery of the model at the beginning of 2014.

"We have purchased Tata Daewoo models in the past," explained Jaideep Surendra, managing director of Prime Link. "Those particular vehicles were built in Korea. They were very good trucks," he added.

However, it was not only the existing business relationship between the two companies that persuaded Surendra and his colleagues to become the region's first Prima owners. The Prime Link boss said that the premium nature of Tata's latest offering was also appealing.

"The Prima truck has some pretty good technology," he told PMV. "The engine, for example, is Cummins, and the vehicle is built to a very high spec. Tata also outlined the improvements that have been made in terms of fuel efficiency, and of course, the price was good. This model is a lot cheaper than one from Scania or Mercedes, for instance," commented Surendra.

Fortunately for Tata, the Prime Link team was impressed by the performance of its first Prima trucks, and this has resulted in repeat business for the Indian vehicle manufacturer.

"Because of the market, we sometimes buy older trucks," said Surendra.

"To be honest, we haven't bought any new trucks from Mercedes or Volvo; we tend to opt for used vehicles that are between 10 and 15 years old. However, a truck of 10 years might come with certain reliability or performance issues."

Opting to buy new from Tata has enabled Surendra to avoid reliability issues associated with second-hand vehicles whilst keeping his overheads down.

"The Prima trucks are in line with what we were expecting," he said. "They are about the same as a Mercedes or a Volvo truck."

Jaideep Surendra,  
Managing Director, Prime Link,  
United Arab Emirates



Gurushaman Singh, Area Manager (Dubai & UAE) with Prime Link's officials.



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# Know your PRIMA

## ENGINE

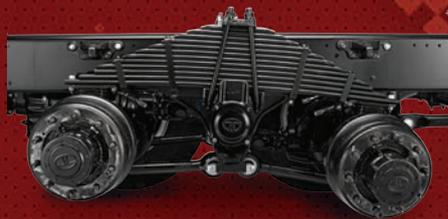
Proven Cummins Engine technology has come from USA and Europe. High Pressure Common Rail 280 and 380 HP Engine offers optimized output, low operating cost and low noise emission.



USA

USA

Mexico



## SUSPENSION

The tried and tested suspension has its origin in USA. Low Ride frequency in laden condition to reduce tyre wear, tear and overall vehicle stress.



## CHASSIS FRAME

Knowhow of Chassis frame has come from Mexico. Fully reinforced frame made with Rolled frame and corrosion resistant technology and can with stand any load.

**GEARBOX**

Gear Box expertise from Germany and Europe. 9 Speed ZF and Eaton Manual Transmission with light weight design and offers power take-off facility and Servo Shift.



Germany

Italy



**CAB DESIGN**

Styled by one of the best Italian design houses and has been fabricated with Swedish precision on a robotic weld line to ensure best comfort to the driver. Ultimately a truck is as good as its driver.





# T1 Prima Truck Racing Championship



The T1 Tata Prima racing trucks in action

T1 was born to create something exciting, bringing people from the industry together, to co-partner, inspire and demonstrate a winning formula for the trucking community, with the good-looking Prima truck at the forefront. Drawing on the company's years of experience in the trucking business.

Tata Motors proved that trucks could be a treat too, with edge-of-the-seat action, demonstrating unique attributes of Tata Motors range of world-class Prima trucks, in the process achieve, what was set out as an objective - **Make trucking fashionable...**

India's first truck racing championship — T1 Prima Truck Racing Championship — was held at India's F1 track, the Buddh International Circuit, in Greater Noida, Delhi, on March 23, 2014. The race featured six teams with experienced international drivers and 12 Tata Prima trucks built specifically for the purpose — heavily modified Tata Prima beasts capable of putting out 370 horsepower and reaching a top speed of 110 km per hour.

The winning team — Castrol Vecton — was cheered by 25,000 motorsports fanatics. Tata Prima trucks proved to be a treat for motorsports fanatics in an intense race that witnessed edge-of-the-seat overtaking and highspeed corner action. The championship was organised by Madras Motor Sports Club with safety and performance standards as per the guidelines of the British Truck Racing Association.



Flagging off the event



Narain Karthikeyan, F1 racing driver and brand ambassador of Tata Motors



The winning team Castrol with the trophy: Ravi Kirpalani (in black jacket, first from right, with the trophy); Gurpreet Bhatia (to the left of Mr. Kirpalani, with the trophy); JF Blasco (to Mr. Bhatia's right); Sanjeev Kaul (in white jersey, front row) with Ravindra Pisharody (to the left of Mr. Bhatia, with the trophy); and R Ramakrishnan (to Mr. Pisharody's left)

# Tata Motors' association with IPL

In a move to create more awareness around the seventh edition of the Indian Premier League, Tata Prima became the title sponsor for team Kings XI Punjab. The Kings XI Punjab team reached all the way to the finals of the tournament.

In yet another association with the IPL, Tata Motors' Passenger Vehicles division became the official car partner for the Royal Challengers Bangalore team. The newly launched Bolt logo featured on the leading arm of the team jersey, plus a significant exposure for the brand at RCB's home ground, the Chinnaswamy Stadium, along with in-stadium promotional rights.



Left to right: Mitchell Johnson, Lakshmiopathy Balaji, David Miller, Glenn Maxwell, George Bailey & Virender Sehwag



Rudrarup Maitra, Head, Sales, IB-CV, presents the man of the match award to Sandeep Sharma of Kings XI Punjab





# Play Time

Questions:

**1. Prima Cabin styled by one of the best design houses from:**

- a) Italy
- b) Australia
- c) Germany
- d) USA

**2. What constitutes the Prima driveline**

- a) Cummins engines
- b) EATON gearbox
- c) ZF gearbox
- d) All of the above.

**3. "They (Prima) are about the same as Mercedes or a Volvo Truck" has been quoted by?**

- a) Mr Ravindra Pisharody, Executive Director - Commercial Vehicles (Tata Motors)
- b) R T Wasan, Head (International Business - Commercial Vehicles, Tata Motors)
- c) Mr Jaideep Surendra, MD Prime Link
- d) None of the above

**4. Who conducted the 1st ever Truck Racing in India**

- a) Volvo
- b) Tata Motors
- c) Daimler Benz
- d) None of the above

Your suggestions / feedback on Tata Prima are welcome! Please e-mail to [vss509568@tatamotors.com](mailto:vss509568@tatamotors.com)

Answers: 1 (a) ; 2 (d) ; 3 (c) ; 4 (b)

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**PERFORMANCE THAT MATTERS**



**TATA MOTORS**

Playing field or road, it's performance that matters.  
Tata Prima with its international technology and components sourced globally,  
offers an enduring, power-packed performance.  
That leaves you, the owner, always the winner.

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