

PERSONALIZATION STUDIO

Personalization is the latest trend and has a growing customer base. Tata Motors has been catering to these customers at the showrooms but foresees a great potential and market for these products. To showcase its capability, the Company has displayed its newest range with special accessories and body kits.

ZEST (With Accessories)

The ZEST (with accessories) displayed at the Auto Expo 2016, is an extension of the sub-four metre sedan, ZEST from Tata Motors. This personalized version is fitted with newly released accessories which further accentuate the premium image of the car. Zest, launched in 2014, was the first vehicle which embodied Tata Motors' renewed focus on design, driving dynamics and connectivity.

On the inside, this car is like a premium sedan - Premium Java Black and Latte interiors with elegant chrome embellishments in the cockpit coupled with an exclusively designed 5" Connectnext touchscreen Infotainment System by Harman™ makes this cockpit one-of-its-kind. While the rear powered curtains and sun shades ensure protection from the harsh sun, smart illuminated scuff plates, interior floor mats, stylish art leather seats, convenient tab holder and coat hanger make the travelers feel special. On the exterior, the Tata signature grill with unique humanity line, stunning signature LED tail-lamps with wrap-around look combined with a sporty body kit and spoiler enhance the sculpted design and give this ZEST its distinct identity.

This accessorized ZEST will continue to have the proven Revotron 1.2T petrol and Quadrajet 1.3L diesel engines, delivering 90 PS @ 5000 rpm (140 Nm @1500- 4000 rpm) and 90 PS @ 4000 rpm (200 Nm @ 1750-3000 rpm) respectively.

Key Technical Specifications:

Fuel Type	Petrol	Diesel
Engine	Revotron 1.2T	1.3L Quadrajet
Max. Engine Output	90 PS @ 5000 rpm	90 PS @ 4000 rpm
Max. Torque	140 Nm @1500- 4000 rpm	200 Nm @ 1750-3000 rpm
Steering	Electric power assisted - Rack and Pinion steering	
Wheelbase (mm)	2470	
Length x Width x Height (mm)	3995 x 1706 x 1570	
Suspension	Front :Dual path independent MacPherson strut with coil spring and anti-roll bar. Rear: Twist beam with coil spring	
Fuel tank size	44L	
Tyre size	15"	