

AVINYA

A NEW PARADIGM OF INNOVATION

The AVINYA Concept is a giant stride towards the next generation of electric vehicles by Tata Passenger Electric Mobility (TPEM). It is an expression of the Company's vision of a pure electric vehicle, based on its GEN 3 architecture. Derived from the Sanskrit language, the name AVINYA stands for 'Innovation'. The AVINYA Concept introduces a new typology of mobility that liberates enormous roominess and comfort, not restricted by traditional segmentation. It comes packed with new age technology, software and artificial intelligence that work in the background to deliver wellness and tranquility during transit. Providing an extremely premium yet simple and calming customer experience, this concept will be fairly accessible to a majority of customers of fast-growing, high-volume segments of today. With this, TPEM is all set to unleash a new breed of EVs that will redefine the automobile space. This path breaking EV will be introduced to the market by 2025.

Key highlights:

A TIMELESS DESIGN

- The AVINYA concept focuses on a human centric design and promises a sensory journey of its own.
- The sky dome that enhances the overall sense of space and natural light. The functional console inspired steering wheel and the voice activated systems offer a deeper interface for all its passengers. The sustainable materials being used communicate the ethos of the product and finally the finishing touch of the aroma diffuser envelopes you in an ambience that is serene and soothing.
- Originally inspired by a catamaran, the AVINYA concept is an uncompromising vision for electric mobility.
- With a new silhouette, this concept is a mixology of the best of the worlds – it is a product which combines the essence of a premium hatch to the luxuries and versatility of an SUV and the roominess and functionality of an MPV – all put together to create something new and beautiful.
- A significant highlight on the front and the rear of the vehicle is the new identity. This new identity as a part of the DRL is a subtle nod to our commitment to enhance the quality of life and is a pivotal step in the evolution of EVs.
- It is also the manifesto and emphasizes the Horizon and the Infinite possibilities that the Gen 3 electrification will offer.
- Gliding to the sides, one is met by the 'Butterfly' doors, which welcome you with open arms to a class leading spacious interior which is sure to make its occupants feel calm.
- Furthermore, envisaging a future trend, this concept is designed to believe that lesser screen time is the way to go.
- Taking this into consideration the AVINYA concept has been made screen-less, to bar any distractions inside the car and create a stress-free environment for the mind and soul.
- Keeping the entire theme of serenity alive, this concept is showcased in the colour **New Horizon**

A PURE EV AT ITS CORE

- The AVINYA concept stands for empathetic mobility, a machine that is engineered to be smart, spacious, sustainable yet techy.
- The agile and robust Pure EV GEN 3 Architecture offers this concept with a flexible design while boasting of next generation connectivity, advanced driver assistance systems and enhanced performance and efficiency.



for immediate use

PRODUCT NOTE

- Pioneered out of India for the world, this global platform offers high structural safety and has the next level of water proofing and dust protection, making it ready for all forms of terrains.
- This architecture is built with the use of next-gen materials, efficient electronic componentry and proprietary energy management strategies & algorithms for efficiency management.
- Use of light-weight materials, and optimized structure for an EV only powertrain with enabled appropriate stiffness, helps minimize the overall mass, leading to good weight management. Furthermore, the battery used will support an ultra-fast charge capability, in line with the infrastructure evolution, pumping a minimum 500 kms range in under 30 minutes.
- The overall philosophy for enhanced range would be 'Minimize- Maximize – Optimize'.

Drawing inspiration from human sensory cues whilst promising a stress-free experience with every drive, the AVINYA stands by the concept of minimalism and is a leap forward in the right direction, making it the absolute regiment of sustainable movement.

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