



## GOLD STANDARD OF DESIGN

Laser-cut sharpness | Athletic stance | Sleek profile | Energetic presence | Refined appearance

Inspired by the world of laser carving, the exteriors of Altroz exemplify athletic sharpness. Design so sharp, it cuts through the air like a hot knife through butter.

### Black Contrast Roof

Spend twice the time admiring the car while looking at its black contrast roof.



### DLO + Comet Shoot Line

The unique diamond-shaped Daylight Opening (DLO) for windows adds brightness to the interior and offers a better view of the surroundings. The Shooting Comet belt won't let the onlookers' gaze fade away.



### Piano Black ORVM with Chrome Accent

Stylish outer rear view mirrors that not only offer a very premium and elegant look but makes you want to look back often. And it will be easy, thanks to the electrically adjustable ORVM.

### 40.64cm Dual-tone Alloy Wheels

On-lookers will be left dazzled when your car has LASER cut 16" dual-tone alloy wheels that add to the athletic side profile and also enhance handling.

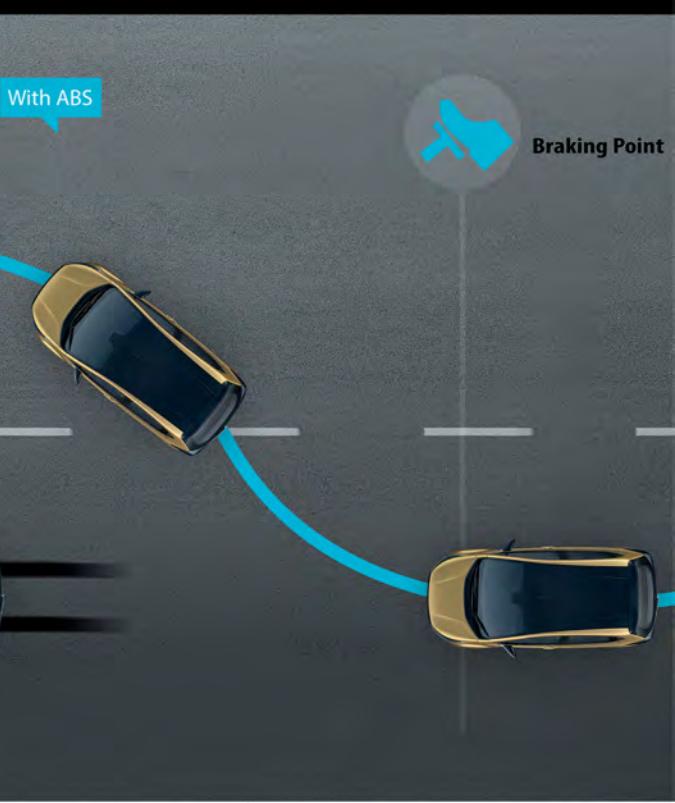


### Projector Headlamps with Front Fog Lamps and DRL

Get better visibility during the night time with projector headlamps and illuminate the foggy roads with front fog lamps. Daytime Running Lights (DRL) give a signature appearance to Altroz.









## Crash Locking Tongue on Seat Belt

- Crash locking tongue prevents belt from slipping out of place
- A steady belt ensures restricted movement, hence reducing chest injuries in the event of a frontal crash

## ISOFIX Anchorage for Child Seats

Keep your little ones safe with an easy installation system for child seats to make every drive blissful and relaxed.



## A Crash Safety Rating is not dependent on the number of airbags

- Crash safety ratings cannot be achieved by simply adding more airbags. The basic car structure must be strong enough to ensure the safety of its passengers.
- A weak structure will get a low rating even with airbags.
- An intact passenger cabin ensures high degree of safety.

## Interior Intact - 5 Star Safety

- Passenger cabin remains intact
- No major deformation on A-pillar, B-pillar or floor
- Humanoid dummy not thrown out of seats
- Doors could be opened after crash



Source : Globalncap.org



## Reverse Parking Assist

- Reverse Camera feed on Infotainment screen
- Ultrasonic sensors which alert the driver, when the vehicle is too close to an obstacle
- Dynamic guideways to help driver reverse the car safely



## Voice Alerts

- Altroz gives voice alerts in following situations
- Driver/ co-driver door open
  - Rear doors and Tail gate open
  - Parking brake ON while driving
  - Driver seat belt unfastened



## Risk of Fatal Injury\*

	★★★★★	★★★★★★	★★★★★★	★★★★★★	★★★★★★	★★★★★
Adult Score	14-16	11-13.99	8-10.99	5-7.99	2-4.99	0-1.99
Model	Altroz	Competition 1	Competition 2	Competition 3	Competition 4	Competition 5
Head & neck	Very Low 😊	Very Low 😊	Very Low 😊	Low 😃	Medium 😐	High 😞
Chest	Low 😃	Medium 😐	Medium 😐	High 😞	High 😐	Very High 😞
Knee, femur & pelvis	Very Low 😊	Very Low 😊	Medium 😐	High 😞	High 😞	Very High 😞
Lower leg, foot & ankle	Low 😃	Low 😃	Medium 😐	High 😞	High 😞	Very High 😞
Head & neck	Very Low 😊	Very Low 😊	Very Low 😊	Low 😃	Low 😃	High 😞
Chest	Low 😃	Medium 😐	Medium 😐	High 😞	High 😞	Very High 😞
Knee, femur & pelvis	Very Low 😊	Very Low 😊	Very Low 😊	Medium 😐	High 😞	Very High 😞
Lower leg, foot & ankle	Low 😃	Low 😃	Medium 😐	High 😞	High 😞	Very High 😞

\*Only for internal circulation and education purpose.



## GOLD STANDARD OF TECHNOLOGY

Infotainment system by Harman™ leaves no stone unturned. Equipped with an advanced 17.78 cm touchscreen interface, top-notch connectivity and unmatched acoustics system, it is truly a complete infotainment system.

Apple CarPlay  
and Android Auto



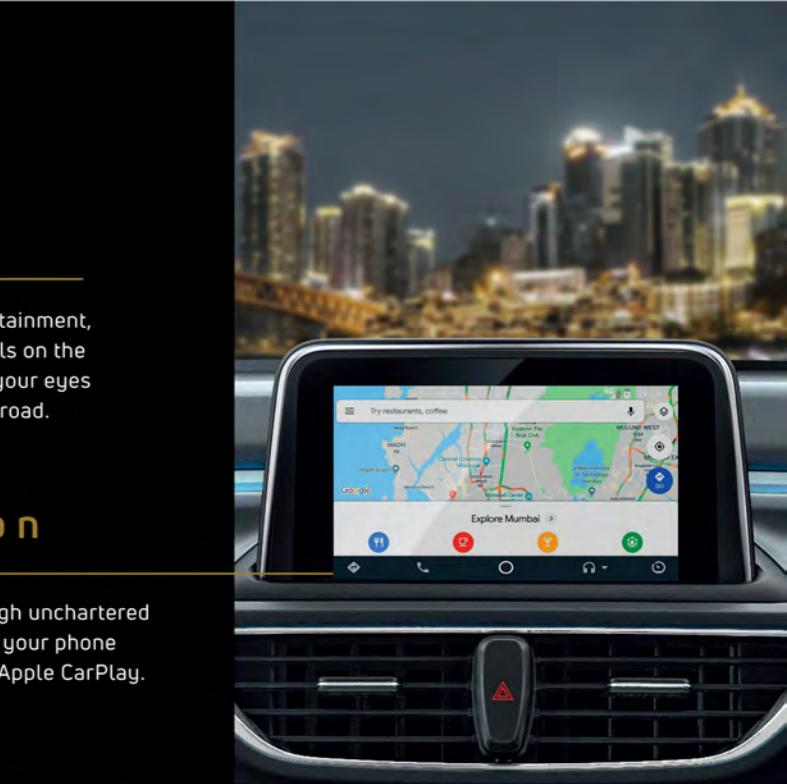
### Steering Mounted Control

One-touch access to infotainment, cluster and cruise controls on the steering wheel because your eyes should always be on the road.



### Navigation

Navigate your way through uncharted territories by connecting your phone through Android Auto or Apple CarPlay.



### 8 Speakers

Your tunes will never go unheard with strategically placed world-class surround sound speakers for the best acoustic experience, coupled with the infotainment system by Harman™





## Auto Headlamps

Smart headlamps that automatically light up to illuminate dark roads and tunnels to give you instant visibility without driver's intervention.

## Xpress Cooling

When the Xpress button is pressed, the system calculates the cabin's temperature and begins the cooling process. Once it's been cooled, you will be alerted.



## Push Button

A great start will precede powerful performance with the Start/stop engine button.

## Cruise Control

Long distance drives will now be a breeze with the easy-to-use Cruise Control function.



## Rain Sensing Wipers

Smart wipers that sense the rain and turn on automatically, so you can always focus on your driving.

## Wearable Key

Say goodbye to carrying bulky keys around. Enjoy hassle-free keyless entry with a wearable key that you are unlikely to forget.



## Instrument Cluster Display

Strategically placed digital instrument cluster gives ample information to the driver without having to take his/her eyes off the road. The 17.78cm TFT display is the largest in the segment\* and helps in easy reading.

Cluster highlights:

- Distance to Empty
- Trip Wise Fuel Economy
- Instant Fuel Economy
- Navigation and Media Information
- Service Due Reminder

Cruise Control and Navigation

## iRA TECHNOLOGY

In Sync with India

Stay connected to your ALTROZ, wherever you are. iRA is a cool new connected tech platform that is in sync with India. It offers a range of innovative features developed in India for India.

## LIVE VEHICLE DIAGNOSIS

With our live vehicle diagnosis, you can plan those long drives better. The features are designed to help you know the condition of your car better. You will also receive a diagnostic report through the app.

## WHAT3WORDS™

ALTROZ is India's first hatchback to introduce this precise & simple way to reach your locations. What3Words™ is a technology that has assigned each 3m square in the world a unique 3 word address. They're easy to say, share and are accurate too.

## VEHICLE SECURITY FEATURES

Your safety comes first.

- Panic Notifications
- Find My Car
- Emergency SMS
- Stolen Vehicle Tracking
- Intrusion Alert

## LOCATION BASED SERVICES

Stay close to your Altroz, even when you're not.

- Geo Fencing
- Valet Mode
- Share Location
- Nearest Service Station
- Roadside Assistance

## NATURAL VOICE TECH

Now, give voice commands at your convenience as the system understands Hindi, English and even Hinglish!

## REMOTE COMMANDS

Your Altroz controls, now at your fingertips.

- Remote Lock/unlock
- Remote Horn
- DTE Check
- Remote Lights On/off

## GAMIFICATION

Our gamification features are designed to give those mundane drives a cool new twist. They help you improve your driving skills by promoting efficient driving behaviour. You can see your driving efficiency score and trip details on the app. Our social tribes offer challenges that you can take part in, earn badges and see your scores as well.

# GOLD STANDARD OF DRIVING DYNAMICS

Experience the exhilarating performance of Altroz with powerful BS6 compliant engines, fine-tuned suspension and comprehensive control to tackle varying road conditions with confidence and ease.



**1.2 L i-TURBO  
Petrol**

POWER — 110 PS (80.9 kW) | TORQUE — 140 Nm

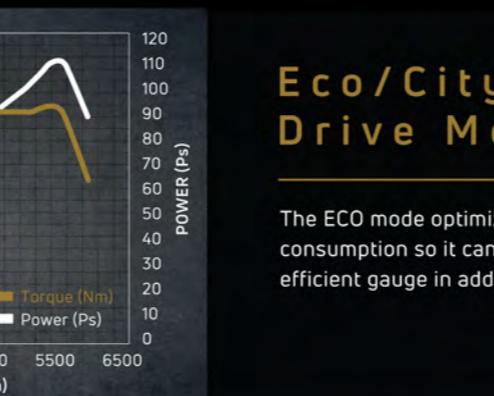


## Sport/City Drive Mode

The SPORT mode enables you to utilize your powerful new engine at full capacity, letting you slip through both narrow lanes and open highways, with as much ease as elan.

## Proven Performance

With the same engine as Nexon, the car is 200 Kg lighter



## Eco/City Drive Mode

The ECO mode optimizes your car's fuel consumption so it can provide you with an efficient gauge in addition to great mileage.



## ISS-Idle Stop Start

Automatically turns off the engine when idle at signal, traffic etc. which saves fuel consumption. Engine starts simply by pressing the clutch.



# IMAGINATOR

DESIGN YOUR OWN ALTROZ

- First of its kind online platform that lets people explore, customise and book their ALTROZ online, from any device, anywhere.
- Factory-fitted custom packs, specifically made for you.
- No compromise on warranty (unlike after-market fitments) You imagine. We create!

Visit: <https://altroz.imaginator.tatamotors.com>

## XE RHYTHM PACK

A Factory Fitted Custom Pack

### 3.5" Infotainment System by Harman™

Providing top notch connectivity and pleasurable driving experience.

ALTROZ

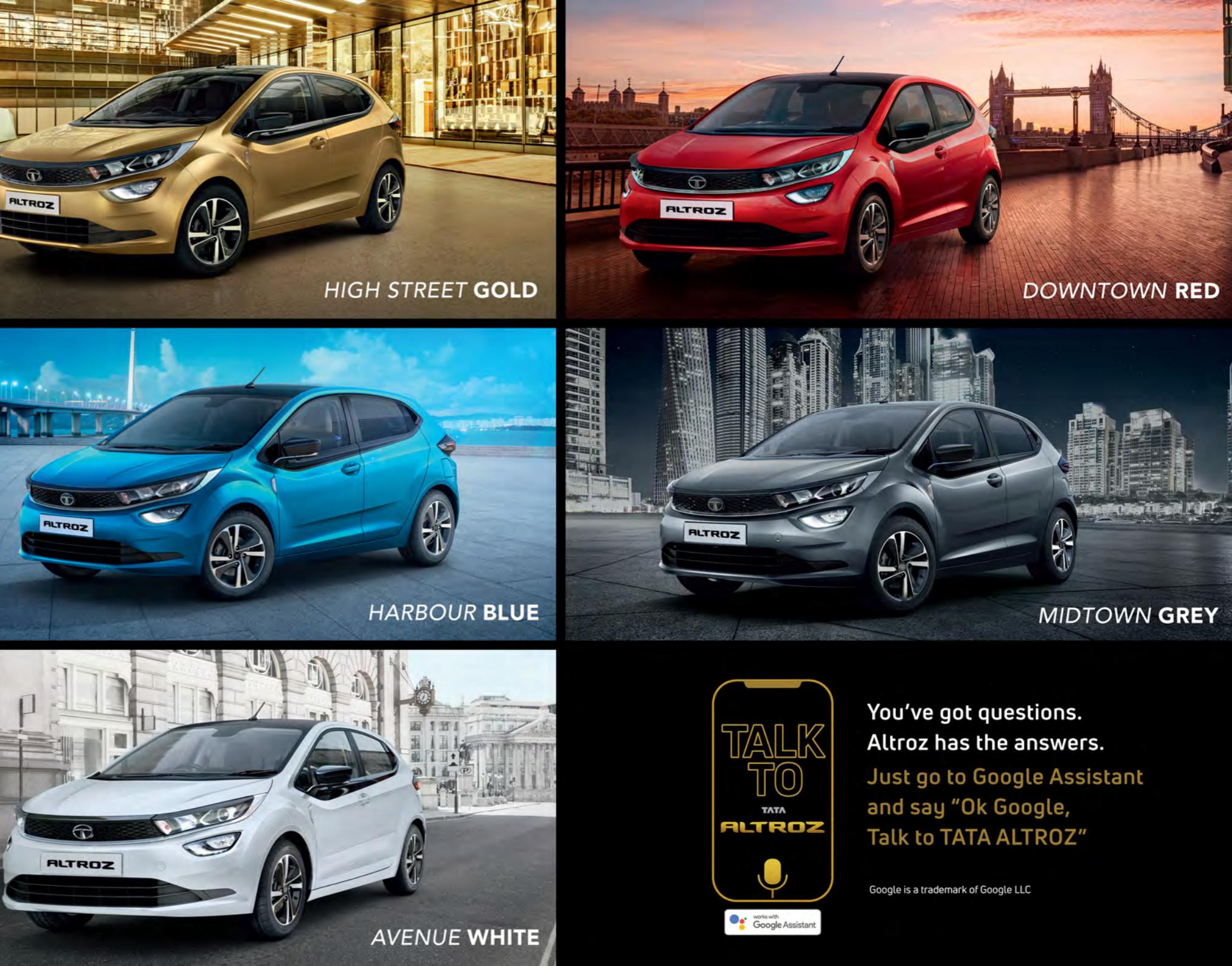
1. FEATURES    2. VARIANTS    3. CUSTOMIZE

FEATURES

- EXTERIOR
- INTERIOR
- INFOTAINMENT
- PERFORMANCE
- SAFETY
- COMFORT & CONVENIENCE
- COLORS

Visit Dealer Build & Book

INTERIOR



You've got questions.  
Altroz has the answers.  
Just go to Google Assistant  
and say "Ok Google,  
Talk to TATA ALTROZ"

Google is a trademark of Google LLC



works with

Google Assistant