

# Curvv.ev rag document

## Overview

The **Tata Curvv EV** is a dynamic electric SUV launched in India on **7 August, 2024**. It features a unique coupe body style and is available in multiple variants across two battery packs, offering impressive range and performance.

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## Variants

The Tata Curvv EV is available in the following variants:

1. **Creative 45** - ₹17.49 Lakh
  - **Key Features:** 6 Airbags, Cruise Control, Push Button Start, Steering Mounted Controls, Reverse Camera Parking Assist
2. **Accomplished 45** - ₹18.49 Lakh
  - **Additional Features over Creative:** Rear AC, LED Headlights, Integrated Music System, Steering Adjustment, Average Fuel Consumption Display
3. **Accomplished 55** - ₹19.25 Lakh
  - **Same features as Accomplished 45, with larger battery pack**
4. **Accomplished+ S 45** - ₹19.29 Lakh
  - **Additional Features over Accomplished:** Sunroof, Wireless Charger, Gear Shift Indicator Display, Front & Rear Power Windows
5. **Accomplished+ S 55** - ₹19.99 Lakh
  - **Same features as Accomplished+ S 45, with larger battery pack**
6. **Empowered+ 55** - ₹21.25 Lakh
  - **Additional Features over Accomplished+ S:** Ventilated Seats
7. **Empowered+ A 55** - ₹21.99 Lakh
  - **Top variant with all features included**

## Specifications

- **Battery Pack:** 55 kWh High energy density Lithium-ion battery pack
- **Motor:** Permanent Magnet Synchronous Motor
- **Charger:** 7.2 kW AC Fast Charger Unit
- **Drivetrain:** Motor with 123 kW power and 215 Nm torque
- **Seats:** 5
- **Price:** ₹17.49 - ₹21.99 Lakh
- **Fuel Type:** Electric

- **Driving Range:**
  - **45 kWh Battery Pack:** Up to 502 km
  - **55 kWh Battery Pack:** Up to 585 km
- **Seating Capacity:** 5
- **NCAP Rating:** 5 Star (Bharat NCAP)
- **Warranty:**
  - **Vehicle Warranty:** 3 Years or 125,000 km
  - **Battery Warranty:** 8 Years or 160,000 km
- **Battery Capacity:**
  - **45 Version:** 44 kWh
  - **55 Version:** 55 kWh
- **Dimensions:**
  - **Length:** 4,310 mm
  - **Width:** 1,810 mm
  - **Height:** 1,637 mm
- **Ground Clearance:** 190 mm
- **Average Waiting Period:** 2 - 5 Weeks

## Colors

- Pristine White
- Empowered Oxide
- Pure Grey
- Virtual Sunrise
- Flame Red

## Features

- **Exterior and Design:**
  - Flush Door Handles
  - Welcome & Goodbye Sequence
  - Charging Indicator
  - Frunk (Front Trunk)
- **Interior and Comfort:**
  - 26.03 cm (10.25") Digital Cockpit
  - Leatherette Upholstery
  - 60:40 Rear Split Seats
  - Multi-Mood Ambient Lighting
  - Ventilated Front Seats
  - 2-Stage Rear Seat Recline
  - 6-Way Power Adjustable Driver Seat
  - Electric Parking Brake with Auto Hold
  - Auto-Dimming IRVM (Interior Rear View Mirror)

- **Climate and Air Quality:**
    - Fully Automatic Temperature Control
    - Air Purifier with AQI Display
  - **Infotainment and Connectivity:**
    - 31.24 cm (12.3") Touchscreen Infotainment by HARMAN
    - Apple CarPlay & Android Auto over Wi-Fi
    - JBL Branded Audio: 4 Speakers, 4 Tweeters, and Subwoofer
    - JBL Sound Modes
    - Multiple Voice Assistants (Native, Siri, Google Assistant, Alexa)
    - Wireless Smartphone Charger
    - USB Type-C Fast Charging (45W) in Front & Rear
    - Arcade.ev - 20+ App Suite
  - **Safety and Assistance:**
    - ESP with i-VBAC (Electronic Stability Program with Intelligent Vacuum-less Brake Assist System)
    - Driver Doze-off Alert
    - All-Wheel Disc Brakes
    - 6 Airbags
    - Hill Ascent and Descent Control
    - 360° 3D Surround View Camera System
    - Front Parking Sensor
    - Acoustic Vehicle Alert System (AVAS)
    - Level 2 ADAS (Advanced Driver Assistance Systems)
    - SOS Call
  - **Convenience Features:**
    - Cruise Control
    - Push Entry Push Start (PEPS)
    - Electric ORVM with Auto-Fold (Outside Rear View Mirror)
    - Automatic Headlamps
    - Rain Sensing Wipers
    - Voice-Assisted Panoramic Sunroof with Mood Lighting
    - Powered Tailgate with Gesture Activation
  - **Charging and Energy:**
    - V2V Charging (Vehicle-to-Vehicle)
    - V2L Technology (Vehicle-to-Load)
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## Battery and Powertrain

- **Motor:** Permanent Magnet Synchronous Motor
- **Power Output:**
  - **45 Version:** 148 bhp

- **55 Version:** 165 bhp
- **Torque:** 215 Nm
- **Battery Packs:**
  - **44 kWh High Energy Density Lithium-ion Battery (45 Version)**
  - **55 kWh High Energy Density Lithium-ion Battery (55 Version)**
- **Charger:** 7.2 kW AC Fast Charger Unit
- **Drivetrain:** Front-Wheel Drive

## **Performance**

- **Acceleration (0-100 km/h):** 8.6 seconds
- **Top Speed:** 160 km/h

## **Dimensions**

- **Length:** 4,310 mm
- **Width:** 1,810 mm
- **Height:** 1,637 mm
- **Ground Clearance:** 190 mm

## **Exterior and Design**

- Split Headlamp Setup with Connected DRLs
- LED Fog Lamps
- 18-inch Alloy Wheels with Aero Inserts
- Flush Door Handles
- Welcome & Goodbye Sequence
- Charging Indicator
- Glossy Black Cladding
- Coupe Body Style
- Panoramic Sunroof with Voice Assistance and Mood Lighting
- Powered Tailgate with Gesture Activation

## **Interior and Comfort**

- **Cockpit:**
  - 12.3-inch Touchscreen Infotainment System by HARMAN
  - 10.25-inch Digital Instrument Cluster
- **Seating:**
  - Leatherette Upholstery
  - Ventilated Front Seats
  - 2-Stage Rear Seat Recline

- 60:40 Rear Split Seats
- 6-Way Power Adjustable Driver and Co-Driver Seats
- **Comfort Features:**
  - Multi-Mood Ambient Lighting
  - Air Purifier with AQI Display
  - Rear AC Vents
  - Auto-Dimming IRVM
  - Electric Parking Brake with Auto Hold

## **Infotainment and Connectivity**

- Apple CarPlay & Android Auto over Wi-Fi
- JBL Branded Audio System: 4 Speakers, 4 Tweeters, and Subwoofer
- Multiple Voice Assistants (Native, Siri, Google Assistant, Alexa)
- Wireless Smartphone Charger
- USB Type-C Fast Charging (45W) in Front & Rear
- Arcade.ev - Suite of 20+ Apps
- JBL Sound Modes
- Steering Mounted Controls
- Gear Shift Indicator Display

## **Safety and Assistance**

- **Safety Features:**
  - 6 Airbags
  - Electronic Stability Program (ESP) with i-VBAC
  - All-Wheel Disc Brakes
  - Hill Ascent and Descent Control
  - Tyre Pressure Monitoring System
  - Driver Doze-off Alert
  - Acoustic Vehicle Alert System (AVAS)
  - SOS Call
- **Driver Assistance:**
  - Level 2 Advanced Driver Assistance Systems (ADAS)
  - 360° 3D Surround View Camera System with Blind Spot Monitor
  - Front Parking Sensors
  - Electronic Parking Brake with Auto Hold

## **Convenience Features**

- Cruise Control
- Push Entry Push Start (PEPS)
- Electric ORVMs with Auto-Fold

- Automatic Headlamps
- Rain Sensing Wipers
- Powered Tailgate with Gesture Activation
- Front & Rear Power Windows
- Steering Adjustment
- Average Fuel Consumption Display

## Charging and Energy

- Vehicle-to-Vehicle (V2V) Charging
- Vehicle-to-Load (V2L) Technology
- 7.2 kW AC Fast Charger Unit

## User Reviews

- **Overall Approval Rating:** 88% based on 53 user reviews
- **User Ratings:**
  - **Mileage:** 94%
  - **Value for Money:** 91%
  - **Performance:** 91%
  - **Styling:** 89%
  - **Comfort:** 88%
- **Highlights:**
  - Users highly appreciate the mileage and value for money.
  - Slightly lower ratings in comfort and styling compared to some competitors.

## Competition

- **Primary Competitors:**
  - Tata Nexon EV
  - Tata Punch EV
  - MG ZS EV
  - Mahindra XUV400
- **Comparative Ratings:**

Parameter	Curvv EV	Nexon EV	Punch EV	MG ZS EV
Styling	89%	90%	<b>93%</b>	88%
Comfort	88%	<b>89%</b>	89%	87%
Performance	<b>91%</b>	88%	91%	88%
Mileage	<b>94%</b>	89%	91%	86%
Value for Money	<b>91%</b>	85%	89%	80%

Parameter	Curvv EV	Nexon EV	Punch EV	MG ZS EV
Overall Score	88%	87%	91%	83%

- **Insights:**

- The Curvv EV excels in performance, mileage, and value for money.
- The Punch EV leads in styling, while the Nexon EV is slightly ahead in comfort.

**Pros**

- **Impressive Range:** Offers a driving range of up to 585 km.
- **Feature-Rich:** Equipped with numerous comfort and convenience features.
- **Advanced Safety:** Includes Level 2 ADAS and multiple safety systems.
- **Dynamic Design:** Unique coupe SUV styling sets it apart.
- **Positive User Feedback:** High ratings for mileage and value for money.