E: 11622560_iTurbo Campaign Collaterals_Altroz (iTurbo) Main | Brochure_A4_Pg. 20-01_Aug'21

		XE	ХМ	XM+	XT	XT -TURBO	XZ	XZ I-TURBO	XZ+	XZ+ I-TURB0			XE	ХМ	XM+	XT	XT -TURBO	XZ	XZ -TURB0	XZ+
	Body Coloured Bumpers	✓	✓	✓	✓	✓	✓	✓	✓	✓		Key Lockout Protection	✓	✓	✓	√	✓	✓	✓	✓
	Body Coloured Door Handles	1	1	V	1	1	V	1	1	V	1	Impact Sensing Auto Door Unlock	V	1	1	1	1	V	1	V
	C-Pillar Mounted Rear Door Handles Piano Black ORVM with Chrome Accent	_/w/o	.√ .w/o	.w/o	_w/o	_w/o	1	1	V	√	ш	Mechanical Child Safety Lock on Rear Doors Electric Power Assisted Collapsible Steering	1	1	1	1	1	1	1	V
	Shooting Comet - Beltline Highlight	Chrome	Litrome	Lhrome	Chrome ✓	Chrome	· /	· ·	· ✓	· /	⋖	Height Adjustable Front Seat Belts	· ·	· ·	· ·	V	٧	√	v /	✓
	Dual Chamber Projector Headlamps						√	√	√	√	S	Front Seat Belt with Load Limiter	V	√	1	√	√	·	·	√
0	Dual Chamber Headlamps	√	√	√	√	✓						Dual Horn				✓	✓	✓	√	✓
~	LED DRL (Daytime Running Lamps)				✓	✓	✓	✓	✓	✓		17.78cm Floating Dashtop Infotainment System by Harman™			✓	✓	✓	✓	✓	✓
ш	Stylish Wheel Caps	Hub	Half	Full	Full	Half			_			8.89cm Floating Dashtop Infotainment System by Harman™	╄	√						
Ļ	R16 Wheels R16 Laser Alloy Wheels Dual Tone			√	√		1	1	1	1		Speakers Tweeters	+-	2	2	4	4	4	4	4
<u> </u>	R16 Laser Alloy wheels with Dark Tint finish	\vdash	\vdash	\vdash			_	Ť	Dark	Dark		FM/AM, Bluetooth, USB	+-	1	1	1	1	1	4	1
	Integrated Spoiler	√	√	√	√	√	√	√	√	√	Z	Fast USB Charger	\top	· ✓	1	·	· ✓	·	·	✓
	Piano Black Applique on Tailgate and Spoiler	√	√	√	V	✓	✓	✓	√	√	ш	Steering Mounted Infotainment Control			✓	√	✓	√	√	✓
	Black Contrast Roof^^		_	_			0	V	V	V	Σ	Voice Command Recognition - Phone & Media			1	✓	✓	✓	✓	✓
	B Pillar Blackout Tape	√	√	√	✓	√	√	√	V	V		Voice Command Recognition - Climate Control	+	├		V	V	V	V	V
	Flat Type Front Wiper Blades Premium Granite Black Interior theme								Dark	Dark	4 ⊢	Image And Video Play Back at Parked Condition Apple Carplay™ and Andriod Auto™	+-	\vdash	1	1	1	1	1	4
	Premium Black and Grey Interiors	/	1	1	V	1	√	1	only	only ✓	0	Smartphone Integration with Connectnext App Suite	+-	\vdash	· /	v _/	v _/	∨	v /	√
	Metallic Gloss Black Dashboard Layout								Dark only	Dark only	L Z	Whatsapp and Text Message Readout	\top	\vdash	V	V	1	√	1	√
	Classique Satin Chrome Finish Dashboard Layout				✓	✓	✓	✓	√	√	Ξ	Navigation with Turn by Turn Prompt on Instrument Cluster								✓
	Light Nickel Silver Finish Dashboard Layout	√	✓	✓						Ш		Personalized Wallpaper	_	$oxed{oxed}$	✓	✓	✓	✓	✓	✓
	Metal Finish Inside Door Handles			_			V	1	V	V		Drivenext (Driving Score)	┼	┞	V	V	1	√	1	
	Flat Bottom Steering Wheel Leather Wrapped Steering Wheel	✓	V	V	V	√	√	✓	1	V		Frequent Call List Hindi / English / Hinglish Voice Assist	+-	├	V	V	1	V	1	V
~	17.78cm TFT Digital Instrument Cluster	\vdash	\vdash						V	V		Ok Google and SIRI Connetion via Bluetooth	+-	\vdash	1	1	1	√ √	1	V
0	10.16cm LCD Instrument Cluster	√	√	1	V	√	√	1		\Box		iRA - Connected Car Technology	-	\vdash	Ť	Ť	•	•		√
~	Mood Lighting (Driver & Co-driver Side Footwell)				1	√	✓	✓	✓	✓	>	Remote Vehicle Control Through Smartphone -	\top	\vdash						
ш	Mood Lighting (Dashboard Island)	_	_	_			✓	1	✓	✓	_	Headlight / Lock / Unlock / Horn	_	╙						*
z	Full Fabric Seat 3D Embossed Upholstery	_	-	<u> </u>			√	√			≥	What3Words™ - Address based Navigation	╄	$oxed{oxed}$	✓	✓	√	✓	√	✓
п	Premium Leatherette Seats 15 litre Cooled Glove Box with Illumination	\vdash		\vdash	1	1	1	1	1	V	Η.	Location Based Services - Valet Mode / Geo & Time Fence / Roadside Assistance								✓
	Retractable Tray in Glove Box				Ť	•	√	1	√	·	ш	Vehicle Security - Intrusion Alert / Stolen Vehicle Tracking /	+-	\vdash						
	Rear Parcel Tray		√	√	1	√	√	1	V	√	z	Find My Car / Remote Immobilization								✓
	Umbrella Holder in Front Doors	√	√	√	√	✓	✓	✓	√	√		Live Vehicle Diagnostic - Critical Alerts / Health Dashboard								√
	Sunglass Holder	<u> </u>	_	_			√	√	V	V	Ü	Gamification - Social Tribes / Trip Analytics and Driving								1
	Bottle Storage & Magazine Pockets (Front & Rear Doors) Drivers Foot Rest	1	1	1	1	1	V	1	1	1		Behaviour Analysis								
	Printed Headliner	· ·	· ·	· ·	· ·	·	√	V	V	V		Multi Drive Modes - Eco and City Multi Drive Modes - Sport and City	√	√	√	√		√		√
_	5 Star Global NCAP Safety Rating	1	1	1	1	1	√	1	1	1		90 Degree Opening Doors (All 4)	1	1	1	1	V	1	<i>y</i>	1
	ALFA Architecture Construction	1	1	√	1	√	√	1	1	V		Flat Rear Floor	1	1	1	·	√	·	1	√ ·
	Dual Front Airbags	√	√	√	√	√	✓	✓	√	√		Idle Stop Start Function				Р	√	Р	1	Р
	Advanced ABS 9.3 with EBD and Corner Stability Control	1	1	1	1	1	√	1	1	V		Cruise Control				✓	✓	✓	✓	✓
	Reverse Parking Sensors Reverse Parking Camera with Dynamic Guideways	√	√	√	V	√	√	√	V	V	ш	Central Locking	√	√	√	√	√	√	V	V
	ISOFIX Child Seat Tether Anchorage	1	1	1	1	1	√	1	V	V	Z	Remote Keyless Entry Engine Push Button Start Stop with Smart Key			√	4	1	1	V	V
	Driver & Co-driver Seat Belt Reminder	√	1	1	√	√	√	√	√	√	쁘	Stylish Wearable Key				Y	V	√	v /	√
	Auto Headlamps						√	✓	✓	√	z	All Doors Power Windows	Front Only	√	√	√	√	√	√	√
	Puncture Repair Kit	✓	✓	√	√	✓	✓	✓	√	✓	8 ×	Electrically Adjustable & Autofold ORVMs		√	√	√	√	√	√	✓
_	Rain Sensing Wipers - Front Voice Mosts - Dees Open (For All Deess) Seet Bolt Berriedes						√	√	√	√	z	One-shot Auto Down Window (Driver Side)				√	✓	✓	✓	✓
-	Voice Alerts - Door Open (For All Doors) Seat Belt Reminder Tailgate Open Drive Mode Engaged			√	√	√	√	√	√	√	0 0	One-shot Auto Up Window (Driver Side) Front Seat Adjustable Headrest								√
ш	Smart Rear Wiper with Wash	\vdash	\vdash	\vdash			√	1	√	-		Rear Seat Adjustable Headrest	-	✓	√	√	√	1	1	√
A	Front Fog Lamps with Cornering Function				√	√	√	√	√	√		Fully Automatic Climate Control				√	√	· /	· /	· /
S	Rear Fog Lamp								√	√	~	Xpress Cool								√
	Headlamp Leveling	√	√	√	✓	✓	√	✓	✓	√	0	Manual Air Conditioner with Heater	✓	✓	✓					
	Immobiliser	√	√	√	√	√	√	√	V	√	Σ	Rear AC Vent						√	√	√
	Rear Wiper and Wash System Rear Defogger						V	1	1	4	0	Height Adjustable Driver Seat						1	V	V
	Anti-glare IRVM				1	1	√ √	1	√ ✓	1	U	Front Sliding Armrest with Storage Rear Seat Armrest						√ √	V	∀
	Drive Away Locking	√	√	√	√	√	√	√	√	√		Steering Mounted Instrument Cluster Control								√ ·
	Perimetric Alarm System				√	√	√	√	√	√		Front Power Outlet	√	√	√	√	√	√	√	✓
	High Speed Alert System	√	✓	✓	✓	✓	✓	√	✓	✓		Rear Power Outlet						√	✓	✓
	Pull Away Assist (Anti-stall Feature)	√	√	√	√	√	V	√	V	√		Follow Me Home & Find Me Function			1	✓	✓	✓	✓	✓
	Automatic Door Re-locking (If No Entry For 30 Sec)	√	√	V	V	√	√	√	V	√		Tilt Steering	√	✓	✓	√	✓	√	√	✓

Technical Specification									
Engine (BS VI)									
Туре	1.2 l Revotron	1.21 I-TURBO	1.5 l Turbocharged Revotorq						
Fuel	Petrol	Petrol	Diesel						
Engine Capacity, No of Cylinders	1199 cc, 3 Cylinders	1199 cc, 3 Cylinders	1497 cc, 4 Cylinders						
Max Power (PS @ rpm)	86 @ 6000 (63.3kW)	110 @ 5500 (80.9 kW)	90 @ 4000 (66.2 kW)						
Max Torque (Nm @ rpm)	113 @ 3300	140 @ 1500 - 5500	200 @ 1250 -3000						
Transmission									
Туре	5 Speed Manual Tran	smission							
Dimensions									
Length x Width x Height	3990 mm x 1755 mm	x 1523 mm							
Wheelbase (mm) 2501									
Ground Clearance - Unladen	n 165 mm								
Boot Space (l)	345								
Min Turning Radius (m)	5.0								
Brakes									
Front/ Rear	Disc/Drum								
Suspension									
Front	Independent MacPhe	rson Dual Path Strut wi	th Coil Spring						
Rear	Twist Beam with Coil	Spring and Shock Abso	rber						
Wheels & Tyres									
Туре	Steel Wheels with Caps (XE, XM, XM+, XT, XT i-Turbo) Alloy Wheels (XZ, XZ i-Turbo, XZ+, XZ+ i-Turbo)								
		esel XE, Petrol / Diesel XM							
Tyre size		Petrol XM+, Petrol XZ , Pet +, Diesel XT, Diesel XZ & Di	rol XZ i-Turbo, Petrol XZ+ i-Turbo esel XZ+, Petrol XZ+)						
Spare Tyre Size	165/80 R14								
Others									
Seating Capacity	5								
Fuel Tank Capacity (l)	37								

*Accessories shown in pictures and features mentioned in the text may not be a part of the standard equipment. **The contents are not binding and are subject to change without prior notice. ***These are indicative specifications for reference only. All features are not available in all variants and may vary for different variants. ^Colours may not match the actual colours due to printing limitations. #Google is a trademark of Google LLC.

^^Black contrast roof option not available in Arcade grey colour. ^^^Harbour blue colour is available from XM+ variant. ##For the cars between 3900mm to 4000mm.

O – stands for optional, P – stands for petrol.

Altroz #Dark available in XZ+ petrol variants only (1.2 l Revotron and 1.2 l i-Turbo).



You've got questions.
Altroz has the answers.

Just go to Google Assistant and say "Ok Google, Talk to TATA ALTROZ"

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Toll free number: 1-800-209-8282 | Got a question? Give a miss call: 95 1212 7979 Website: cars.tatamotors.com/cars/altroz | Mail: customercare@tatamotors.com



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 02-19_|Jun'21



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 04-17_ Jun'21



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 06-15_ Jun'21



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 08-13_ Jun'21

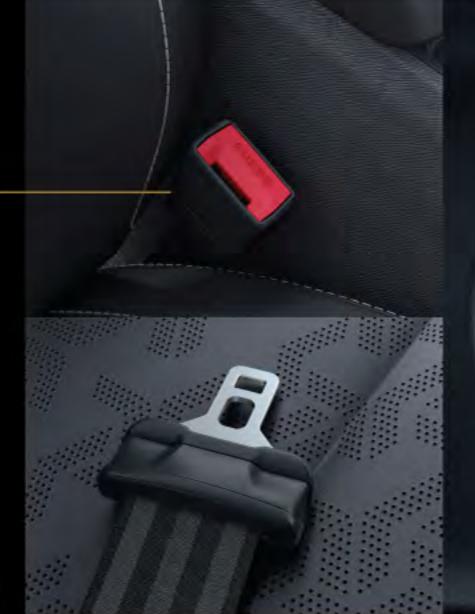


Crash Locking Tongue on Seat Belt

- 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.





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.



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
- O Driver seat belt unfastened





r Open Warning



Consider taking a break



Cruise Control and Navigation



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:

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

E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 10-11_ Jun'21



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 12-09_ Jun'21



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.



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

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



Risk of Fatal Injury*

	女女女女女	★☆☆☆★	★★☆★★	****	****	***** 0-1.99		
Adult Score	14-16	11-13.99	8-10.99	5-7.99	2-4.99			
Model	Altroz	Competition 1	Competition 2	Competition 3	Competition 4	Competition 5		
122/								
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 😐	Medium 😐	High 🧮	Very High 🙎		
Lower leg, foot & ankle	Low 🙂	Low 🙄	Medium 😐	Medium	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 😐	Medium 😐	High 🙁	Very High		

^{*}Only for internal circulation and education purpose.



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.

E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 14-07_ Jun'21



VEHICLE SECURITY FEATURES

Your safety comes first.

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



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

Geo Fencing
Valet Mode
Share Location
Nearest Service Station
Roadside Assistance



Height Adjustable Seatbelts

Adjustable seatbelts as per individual requirements to provide comprehensive safety



ALFA ARC

Agile Light Flexible Advanced (ALFA)
Architecture, along with energy-absorbing
body structure, accounts for the absolute
safety of the passengers.

Ultra High Strength Steel Point

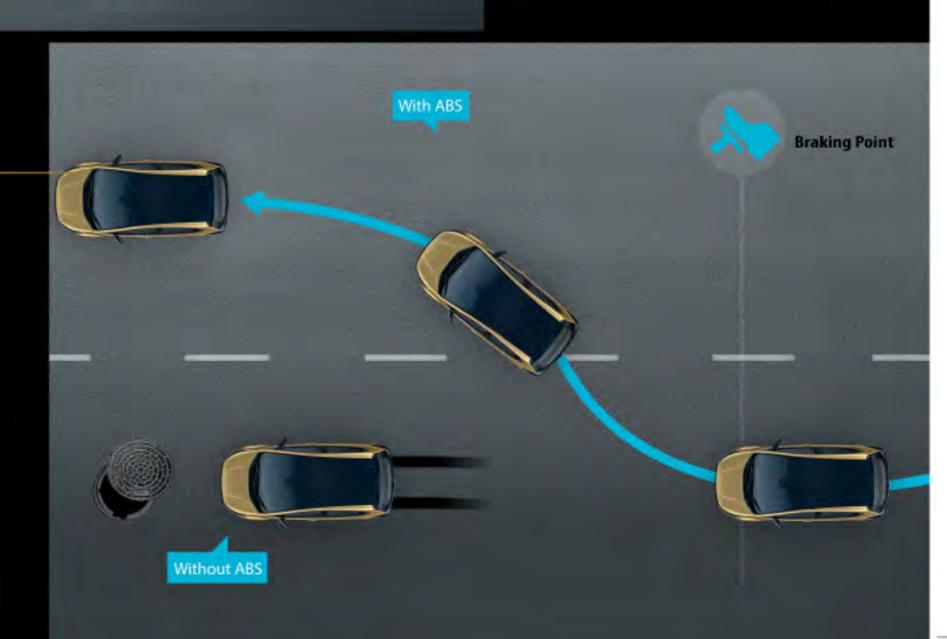
- 3X strength in comparison to regular steel
- Energy absorbing body structure to prevent the passenger cabin from deformation.

ABS with EBD and CSC

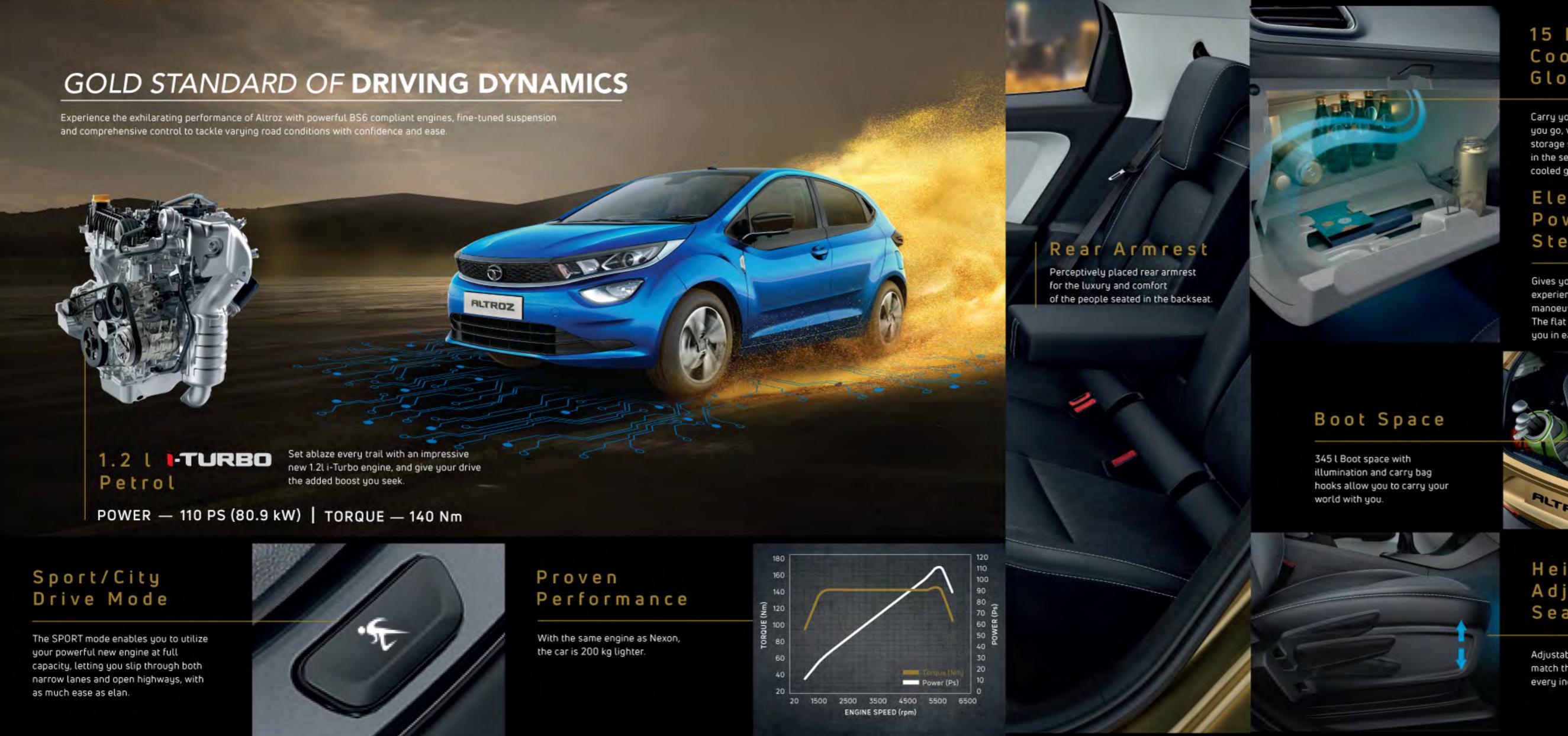
Latest 9.3 Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) along with Corner Stability Control (CSC) aids in efficient on-road control.

Child Safety door-locks

The rear doors are equipped with child safety door locks to prevent accidental unlocking



E: 11575976_TATA Altroz (iTurbo) Main Brochure_A4_Pg. 16-05_| Jun'21



15 Litres Cooled Glove Box

Carry your world wherever you go, with 24 intelligent storage spaces and "largest in the segment" 15 litres cooled glove box.

Electric Power Steering

Gives you engaging driving experience with great manoeuvrability at minimum effort. The flat bottom of the steering assists you in easy entry and exit.



Height Adjustable Seat

Adjustable driver seats to match the comfort of every individual.

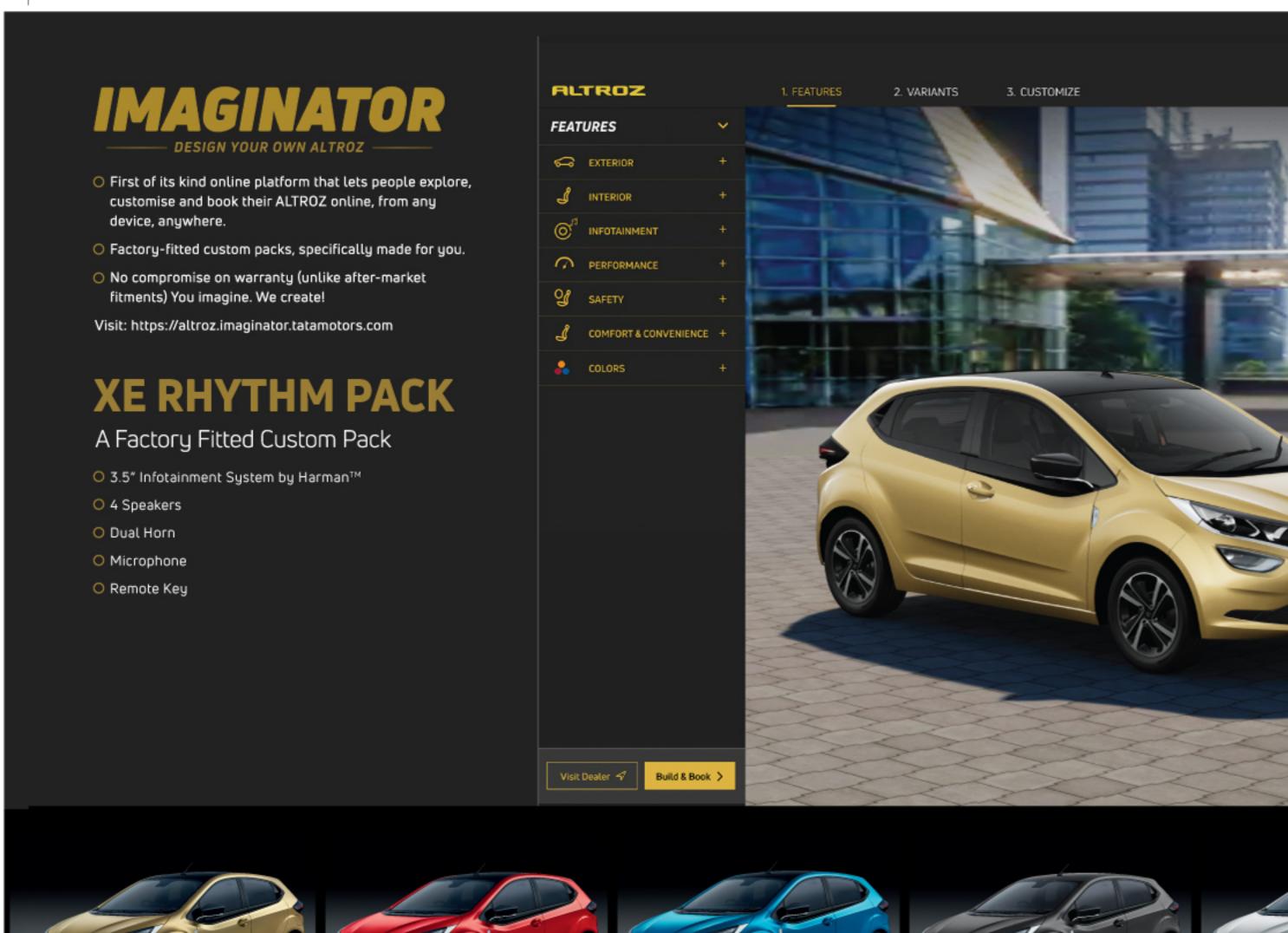


Rear AC Vents with Rear Power Outlet

Back seat drivers will remain cool and charged courtesy of rear AC vents that come with rear power outlet.



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DOWNTOWN RED

HIGH STREET GOLD



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.



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.

Alloy Wheels

On-lookers will be left dazzled when our car has LASER cut 16" dual-tone alloy wheels that add to the athletic side



40.64cm Dual-tone

profile and also enhance handling.

18

AVENUE WHITE

ARCADE GREY

HARBOUR BLUE