



PRESS RELEASE

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DRB-HICOM LAUNCHES TWO NEW OFFERINGS BY TATA

Shah Alam, Wednesday, January 21, 2015 – Two new commercial vehicles by Tata Motor Limited (Tata Motors) was launched today by DRB-HICOM Commercial Vehicles Sdn Bhd (DHCV). This marks a significant milestone that further augments DRB-HICOM's commitment to revive the Tata brand in the Malaysian market. The wholly owned subsidiary of DRB-HICOM Berhad (DRB-HICOM) introduced the ***Tata Xenon Pick-up*** and the ***Tata Prima Prime Mover***, at EON Head Office Complex in Glenmarie, Shah Alam.

The unveiling of the ***Tata Xenon Pick-up*** and the ***Tata Prima Prime Mover*** marked the re-emergence of Tata's dynamic comeback to the Malaysia landscape since its first entry in 1993. There will be six variants of the ***Tata Xenon Pick-up***, positioned as a workhorse for commercial applications for traders, small & medium industries and estate/plantation as well as for individuals with orchards or vegetable plots searching for a medium sized commercial vehicle to cart their harvest. ***Tata Xenon***, being produced in Thailand, the International hub for pickups manufacturing for the global market, will be introduced in CBU form with a **New Generation 2.2 litre Common Rail Turbo Diesel engine, producing 140 PS (103Kw)**. The ***Tata Xenon***'s maximum power and torque are higher in comparison with most other manufacturers and offers a superior performance and driving experience.

The ***Tata Prima Prime Mover*** comes with a 4x2 and a 6x4 configuration – Tata Prima 4038.S and Tata Prima 4938.S. The ***Tata Prima*** is a new generation of Medium and Heavy Commercial Vehicles from Tata Motors conceptualized, designed and developed as a Global Truck. **Setting new benchmarks in styling and features, the next-**

generation Tata Prima is a combination of power, world-class performance, fuel efficiency, superior technology and safety. The Tata Prima has been built with technical inputs from across the world – an Italian cab design, engine technology from the USA and Europe, gearbox expertise from Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combined with Swedish precision on a robotic weld line, hence is also referred to as the 'World truck' by Tata Motors. **The Tata Prima is targeted for fleet owners, distribution and logistics companies.**

Speaking at the press conference after the launch, Tan Sri Dato' Sri Haji Mohd Khamil Jamil, Group Managing Director of DRB-HICOM said, "It is indeed an honour that Tata Motors, known to be among the world's top truck and bus manufacturers, has chosen to partner with DRB-HICOM to start this new chapter in their engagement with the Malaysian market."

He said this amplifies Tata Motors trust in DRB-HICOM's commitment to not only reintroduce Tata vehicles as the preferred vehicle for commercial use in the local market, but its ability to spur Tata's market presence and growth of the TATA brand in Malaysia.

Commenting on the launch, Mr. Ravi Pisharody, Executive Director Commercial Vehicles Business Unit, Tata Motors said, "The launch of the Tata Motors brand with the **Tata Prima range and the Xenon Pick-ups** is an important milestone in Tata Motors' continued expansion into the ASEAN Region. **The Malaysian market and the ASEAN region is a key area of focus for the growth plans of TML International Business.** We also have plans to shortly introduce some more products from our vast portfolio in the coming months as we expand our presence in this market. As one of the top manufacturers in the MHCV Truck and Bus segments in the world and with one of the widest range of commercial vehicles range in the world, we are committed to shaping the commercial vehicle industry here with the latest global technologies giving the Malaysian customers competitive business advantages, with the trusted credentials of the Tata Motors brand".

“Tata, Made to Conquer“, the new tagline created by DHCV, will be used to penetrate Malaysia’s vehicular market in all segments namely Pick-up, Light Commercial Vehicle (LCV), Medium Commercial Vehicle (MCV), Heavy Commercial Vehicle (HCV), Prime Mover and Bus.

The project to revive the Tata Motors brand in Malaysia started in September 2013 upon the signing of the Importation, Distribution and Technology License Agreements between Tata Motors and DHCV. DHCV is the exclusive distributor of Tata Motors commercial vehicles and will be expanding its vehicle assembly business and distribution network in Malaysia.

Tan Sri Dato’ Sri Haji Mohd Khamil added “We are very excited about this strategic and dynamic partnership, which comes at an opportune time to meet the demands of the market. This collaboration will enable DRB-HICOM to build and deliver vehicles known for its superior quality through its CKD programme that will pave the way for a mutually beneficial collaboration that offers various synergies not only for all parties involved, but also for the local automotive market.”

The CKD assembly operation will be carried out by HICOM Automotive Manufacturers (Malaysia) Sdn Bhd (HAMM) in Pekan. This will further promote the DRB-HICOM Automotive Complex in Pekan, as a premium automotive manufacturing plant for the production of Light, Medium, Heavy commercial vehicles and buses, thus facilitating the plant to achieve operations at optimal levels.

“A fresh investment of RM10 million will be injected to establish DHCV’s operation, including the new sales branch, distribution and after sales related activities. The establishment of a reliable after sales support is one of the key elements in providing the best customer experience for the Tata vehicle user,” said Tan Sri Dato’ Sri Haji Mohd Khamil.

A state-of-the art ‘3S’ (Sales, Service and Spare parts) centre has been established in Selayang to facilitate the after sales support and needs of Tata vehicle owners in the Klang Valley and neighbouring areas. The ‘3S’ facility has a total of 12 service bays to

provide service, after-sales and spare parts under one roof for the convenience of Tata customers.

DHCV has also initially appointed seven dealers nationwide, namely in Selangor, Perak, Negeri Sembilan, Johor and Sabah, in its effort to reach out to the Malaysian market. The dealers were presented with certificates during the launch, which also witnessed the handover of the **Tata Prima Prime Mover** to DHCV's first two clients, Konsortium Logistic Berhad (KLB) and PUSPAKOM.

Among those present at the launch, which was officiated by Tan Sri Dato' Sri Haji Mohd Khamil Jamil include Mr Ravindra Pisharody, Executive Director Commercial Vehicles Business Unit, Tata Motors, Mr R.T. Wasan, Head of International Business-Commercial Vehicles, Tata Motors and Dato' Radzaif Mohamed, Chief Operating Officer, Automotive Distribution & Manufacturing of DRB-HICOM.

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ABOUT DRB-HICOM COMMERCIAL VEHICLES

*A wholly owned subsidiary of DRB-HICOM BHD, **DRB-HICOM Commercial Vehicles (DHCV)** was established in 1979 for the purpose of importing, assembling and distributing passengers and commercial vehicle segment. Upon signing of the Importation, Distribution and Technology License Agreements with Tata Motors Limited, India (Tata Motors) in September 2013, DHCV was appointed as the exclusive distributor of Tata Motors commercial vehicles as well as expand its vehicle assembly business and distribution network in Malaysia.*

ABOUT DRB-HICOM BERHAD

***DRB-HICOM Berhad** ("DRB-HICOM") is one of Malaysia's leading conglomerates with core businesses in the Automotive and Defence; Services; and Property, Asset & Construction sectors. With more than 100 active companies in its stable and over 60,000 employees group-wide, DRB-HICOM's aim is to continue adding value and propelling the nation's development. In the Automotive and Defence sector, DRB-HICOM is involved in the manufacturing, assembly and distribution of passenger and commercial vehicles, including composites component supply for aircrafts. In Services, DRB-HICOM is involved in various businesses, including concession and*

financial-related services. In Property, Asset & Construction, DRB-HICOM is involved in residential and commercial developments.

ABOUT TATA MOTORS LIMITED

***Tata Motors Limited** (Tata Motors) is India's largest automobile company, with consolidated revenues of Rs1,88,818 crores (\$34.7 billion) in 2012-13. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, Spain, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. It is also the world's fifth largest truck manufacturer and fourth largest bus manufacturer. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, CIS and Russia.*

(www.tatamotors.com ; also follow us on Twitter: <https://twitter.com/TataMotors>)

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