



Tiago Wizz

Tiago so far



- Tiago has received over 1.1 lakh booking and over 70,000 cars are on road .
- It was the most awarded Hatchback of 2016-17
- There is consistent growth in sales and it is the highest selling model currently in the TML portfolio

Tiago customer



- The key reasons cited by customers for buying Tiago are
 - **Exterior design**
 - **Feature content / Overall package**
 - **Infotainment system**
- Majority Tiago owners are less than 35 years old & have a family size of between 2-4 people
- Over half the customers are salaried/service professionals followed by business people

The Tiago customer is a young , 1st time buyer looking for a car that is stylish , feature loaded and stand outs from the crowd

Tiago interventions

Apr'16-Tiago
launch

Mar'17-Tiago
XZA launch

Aug'17-Tiago
XTA launch

- To maintain the excitement around the Tiago – **the EasyShift AMT variant XZA was launched in Mar'17** .
- Tiago XZA received great response. **15% of all Tiago sold are now XZA**
- Based on the success of the Tiago XZA , another **AMT variant was added in Aug'17 – Tiago XTA** to capitalize on the growing market for automatic hatchbacks
- Introduction of EasyShift AMT variants has added sales volume and brought in new customers



Easy Shift AMT with
Sports mode
Creep function
Shift assisted manual mode

Tiago interventions- What next?

Apr'16-Tiago
launch

Mar'17-Tiago
XZA launch

Aug'17-Tiago
XTA launch

?

- The **design** of the Tiago has been one of its USPs and has been appreciated by customers and experts
- To further **enhance its looks and styling** – in tune with the trends , the Tiago Ltd edition 2017 was conceptualized
- Elements that would give customers another option to chose a unique looking car were selected.

Tiago Wizz

Limited Edition. Unlimited OOMPH !

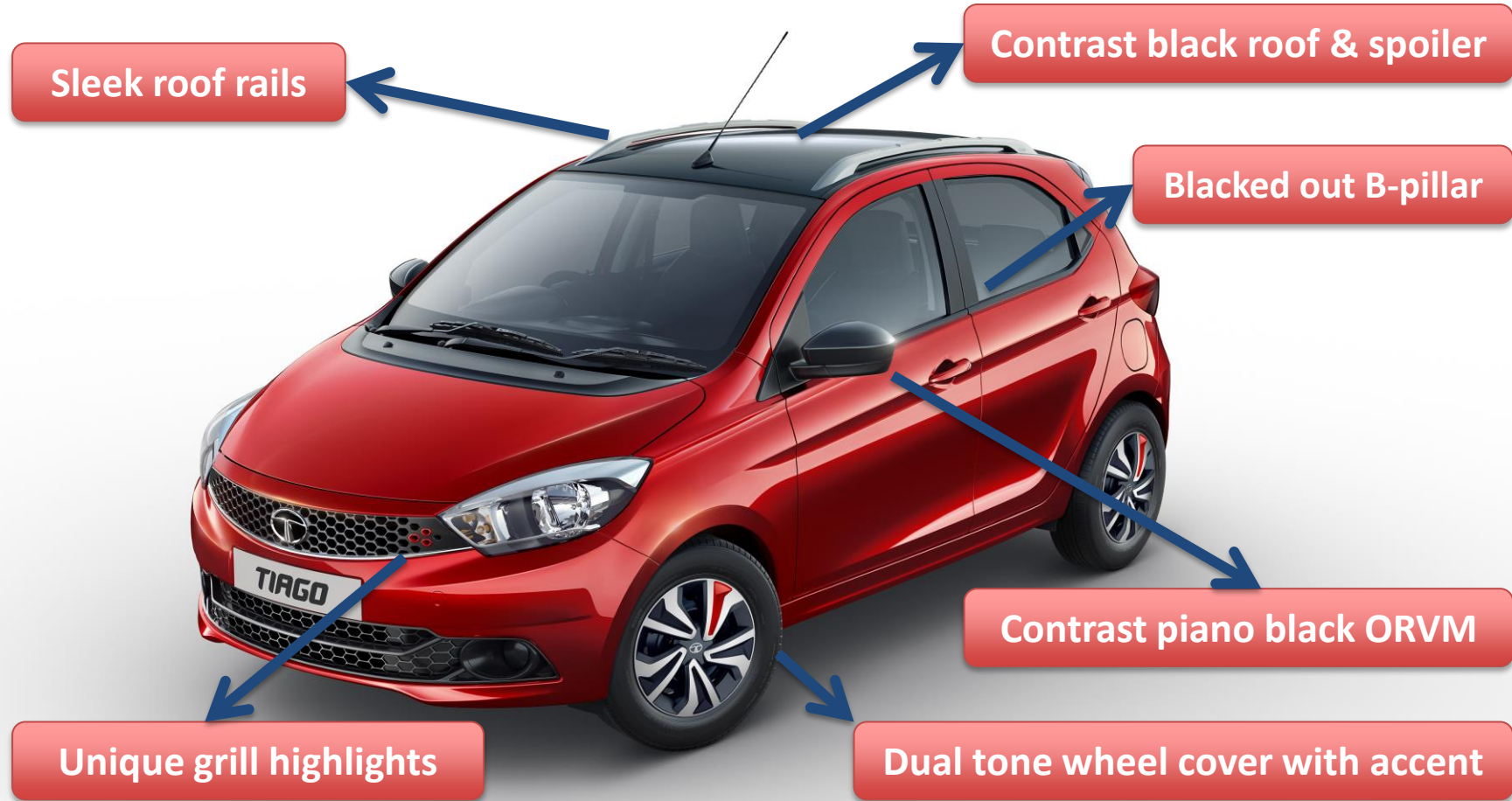


Tiago Wizz- 2017

- The Tiago Wizz celebrates **success of the Tiago** and is a step to make the brand and product even more aspirational
- The Tiago Wizz builds on the Fantastico theme
- The car is now even **more sporty , dynamic , young; exuding confidence and OOMPH !!**
- It has been designed based on the evolving trend around customization of cars which differentiate it and make it stand out
- The color theme- **Red , Black & White** exemplify the sporty and dynamic character of the car
- The Tiago Wizz will compete against the Celerio & Kwid



What is new in the Tiago Wizz



What is new in the Tiago Wizz

- The Tiago Wizz features several elements that make it even more stylish , sporty & unique
- It will be available with **Manual transmission** & only **1500 units** will be made
- It will be available in 2 body color options – **Berry Red , Pearlescent White**

New elements include

- ★ **Striking contrast black roof and spoiler**
- ★ **Stylish dual-tone wheel cover with red accent**
 - Sleek roof rails
- ★ **Dual-tone interiors with piano black finish & sporty red accent**

- ★ **Unique Berry-red grill highlights**
- ★ **Black contrast colored outside mirrors**
 - New patterned seat fabric
 - Stylish blackout on B pillar
 - Wizz limited edition badge

- ★ - First in class features

Tiago Wizz- Exterior



1st in class

Black contrast colored outside mirrors



Sleek and sporty roof rails



1st in class

Dual-tone wheel cover with red accent



1st in class

Contrast black roof & spoiler

Tiago Wizz- Interior



New patterned seat fabric



Dual-tone interiors with piano black finish and sporty red accents

Tiago Wizz- Feature pack

Key features

- 1.2L Revotron petrol
- 1.05L Revotorq diesel engine
- Multi drive mode- Eco & City
- Front & rear power windows
- Remote central locking with flip key
- Harman infotainment system
- Bluetooth connectivity
- Rear parking sensors with display
- Turn by Turn Navigation
- Juke-Car App
- 22 Intelligent utility spaces



1. Striking contrast black roof & spoiler
2. Dual-tone wheel cover with red accent
3. Sleek roof rails
4. Dual-tone interiors with piano black finish & sporty red accents
5. Unique Berry-red grill highlights
6. Black contrast colored outside mirrors
7. New patterned seat fabric
8. Stylish blackout on B pillar
9. Wizz limited edition badge

9
exciting
new
highlights

Tiago Wizz- Technical specifications

	Petrol	Diesel
Engine	Engine	Engine
Type	Revotron 1.2L 3 cylinder with MULTI-DRIVE modes: ECO & CITY	Revotorq 1.05L 3 cylinder with MULTI-DRIVE modes: ECO & CITY
Fuel, Emission norm	Petrol, BS IV	Diesel, BS IV
Capacity, cylinders	1199 cc, 3 cylinder	1047 cc, 3 cylinder
Max power: PS@RPM	85 PS @ 6000 RPM	70 PS @ 4000 RPM
Max torque: Nm@RPM	114 Nm @ 3500 RPM	140 Nm @ 1800-3000 RPM
Transmission	Manual, 5-speed	Manual, 5-speed
Dimensions	Dimensions	Dimensions
Length x Width x Height (mm)	3746 x 1647 x 1535	
Wheelbase (mm)	2400	
Ground clearance - Unladen	170 mm	
Boot space (litres)	242	
Brakes	Brakes	Brakes
Front, Rear	Disc, Drum	
Suspension	Suspension	Suspension
Front	Independent; Lower Wishbone, McPherson Strut with Coil Spring	
Rear	Semi-Independent, Twist beam with dual path strut	
Tyres	175/65 R14 Steel	
Fuel Tank	Fuel Tank	Fuel Tank
Capacity (litres)	35	

The Tiago Wizz will be available in both petrol & diesel engine options with a 5 speed manual transmission



THANK YOU