

ALTROZ
THE GOLD STANDARD

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

TATA MOTORS
Connecting Aspirations



ALTROZ
THE GOLD STANDARD



Black Contrast Roof

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



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.

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.



16" 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.





90 Degree Opening Doors



Door Open Warning

Prompts you if the wing 90° doors are not properly shut.



Cruise Control and Navigation

Alerts you when your car's cruise control mode is activated.



Consider taking a break

Prompts you to take a break from the road, if you've been at the wheel too long.

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





AMBIENT LIGHTING

A serene blue ambient light surrounds the dashboard, front footwell and console to set the mood for a long and peaceful drive.

Front Sliding Armrest

Sliding armrest enables the driver to adjust the position and rest his arm on the move. Find additional storage space below the armrest to keep your essentials handy.

Rear Armrest

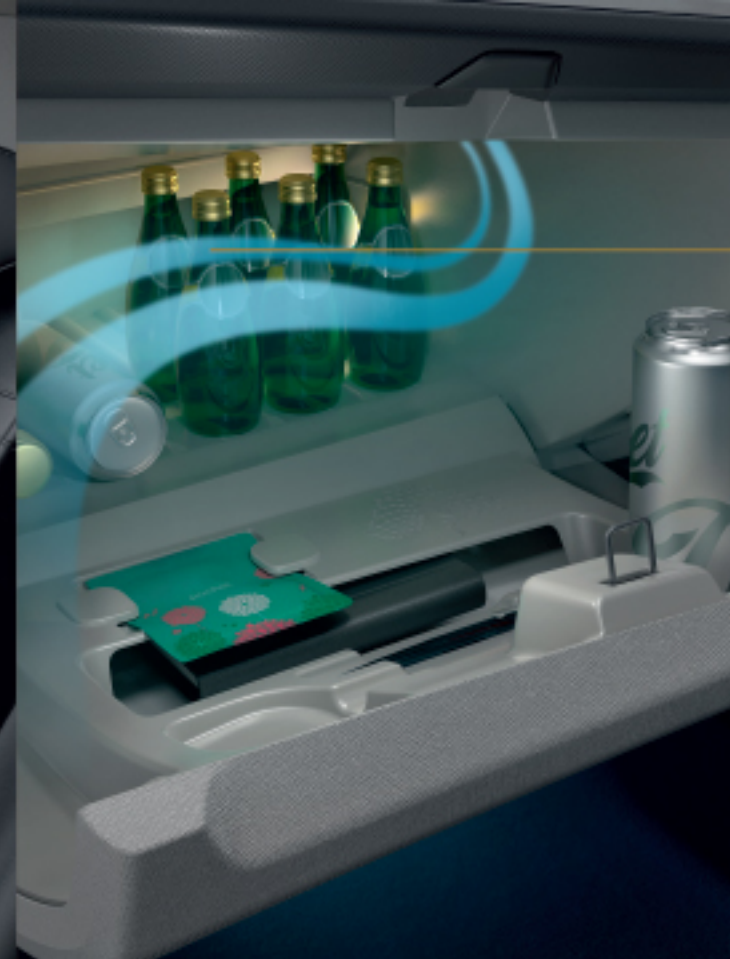
Perceptively placed rear armrest for the luxury and comfort of the people seated in the backseat.

Flat Floor

Keep your legs at utmost comfort with flat floor in the rear seats and say goodbye to uncomfortable sitting stances.

GOLD STANDARD OF CUSTOMER DELIGHT

Premium | Intelligent | ComfortAble | Spacious | Advanced
Step inside and be amazed by the modern, intelligent and tastefully crafted interiors. When you embark on a journey in this car, you'll wish your drive lasts long.



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.



Boot Space

345L Boot space with illumination and carry bag hooks allow you to carry your world with you.

Umbrella Holder

Always be monsoon ready with your umbrella wherever you go. No more rains on your parade.



Height Adjustable Seat

Adjustable driver seats to match the comfort of every individual.



GOLD STANDARD OF SAFETY

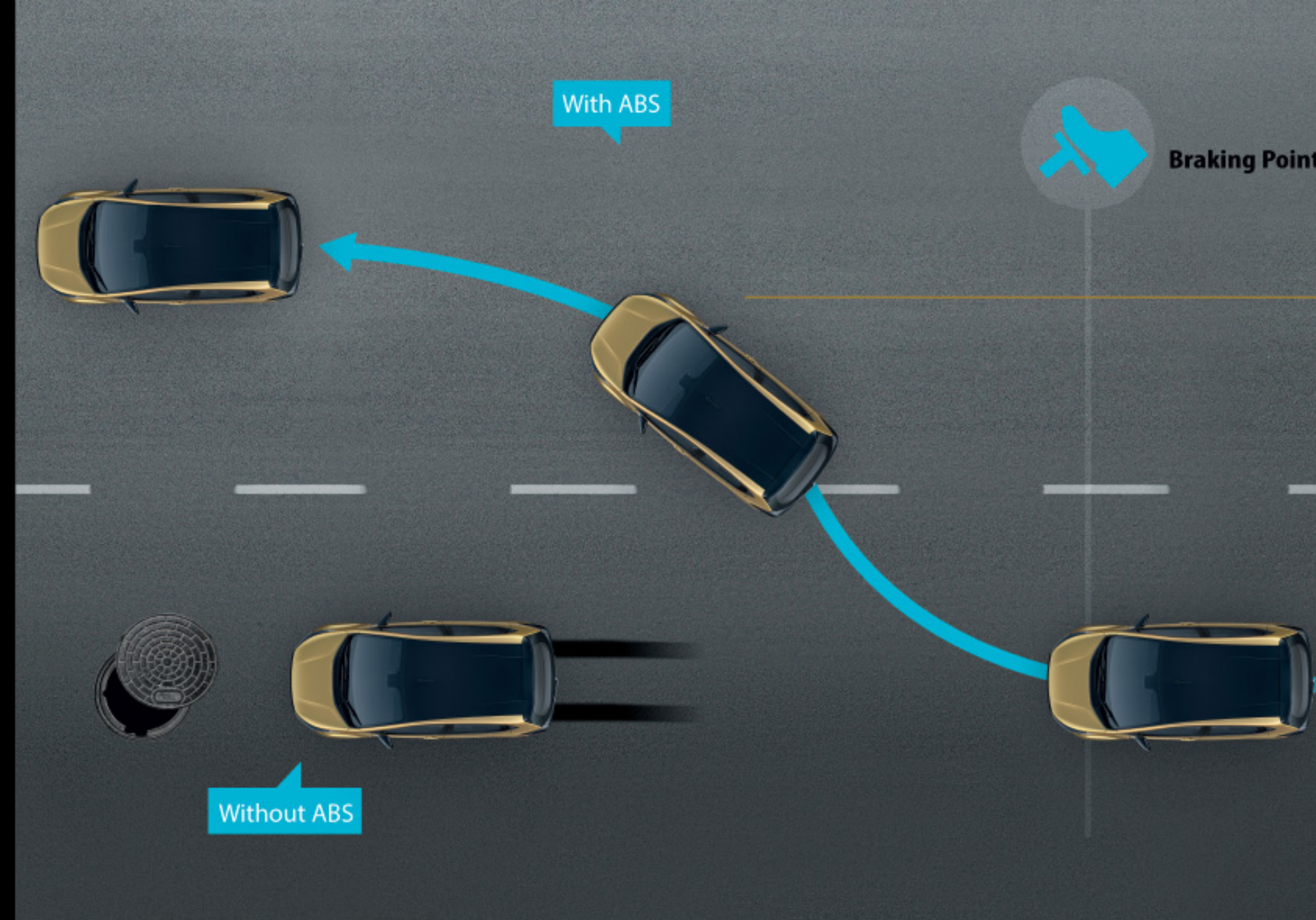
With a 5-star safety rating from GNCAP, Altroz is now the safest car in India. The Gold Standard of Safety has arrived.



The Global New Car Assessment Programme (GNCAP) is a globally recognized organization that carries out independent testing modules to assess and certify the safety of a car.

Height Adjustable Seatbelts

Adjustable seatbelts as per individual requirements to provide comprehensive safety.



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.

ALFA ARC

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



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.



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

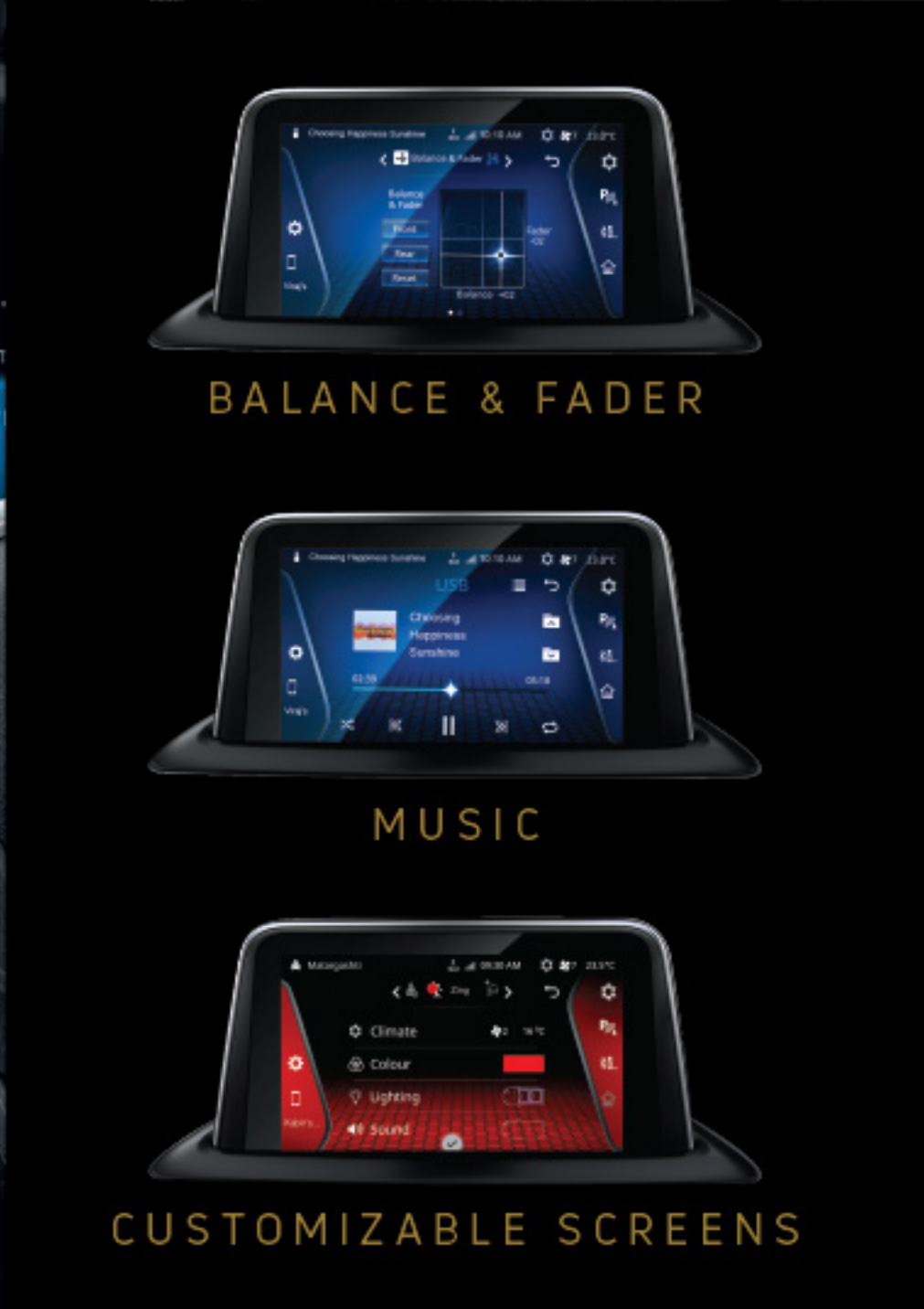


Steering Mounted Control

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.



BALANCE & FADER

MUSIC

CUSTOMIZABLE SCREENS



Cruise Control

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



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.



Auto Headlamps

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

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.



GOLD STANDARD OF DRIVING DYNAMICS

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



1.2 L Revotron (BS VI) Petrol



1.5 L Turbocharged Revotorq (BS VI) Diesel

Multi-Drive Mode

Drive according to your mood courtesy of City and Eco mode available in different variants.



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>

ALTROZ

FEATURES

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

1. FEATURES

2. VARIANTS

3. CUSTOMIZE



Visit Dealer

Build & Book

INTERIOR

Urban

- With XZ Variant
- Black Contrast Roof
 - Body Colored ORVMs
 - Exterior Color Coordinated Interiors

Luxe

- With XT Variant
- 16" Stylized Wheels
 - Black Contrast Roof
 - Body Colored ORVMs
 - Rear Fog Lamp
 - Leather Wrapped Steering & Gear Lever
 - Metal Finish Inner Door Handle
 - Height Adjustable Driver Seat
 - Rear Armrest



Style

- With XM Variant
- 16" Stylized Wheels
 - Black Contrast Roof
 - Body Colored ORVMs
 - Front & Rear Fog Lamps
 - DRLs



Rhythm

- With XE Variant
- 8.89cm Harman™ Infotainment
 - 4 Speakers
 - Remote Key
 - Dual Tone Horn

- With XM Variant
- 17.78cm Harman™ Touch Screen
 - 4 Speakers & 2 Tweeters
 - Steering Mounted Controls
 - Reverse Camera Assist
 - Remote Key
 - Dual Tone Horn





GOLD STANDARD OF COLOURS

The city is not one place, it's many. It's boulevards, it's sidewalks, it's parks, it's business districts; all add a distinct flavor to this city's personality. The colours we have chosen draw inspiration from each of these different parts.

HIGH STREET GOLD



SKYLINE SILVER



DOWNTOWN RED



AVENUE WHITE



MIDTOWN GREY

