

ZEST

- *REVOTRON 1.2T - Turbocharged Intercooled Multi-point Fuel Injected (MPFI) Gasoline Engine*
- *5-speed sequential Diesel Automated Manual transmission, F-Tronic technology*
- *Signature Tata grille, Humanity Line and Trust Line*
- *HARMAN Infotainment System*

The all-new ZEST has been designed and developed based on three key fundamental principles, namely, **DesigNext**, **DriveNext**, **ConnectNext**.

DESIGNEXT

The company has introduced a new design language – **DesignNext** - that gives an expression to an excellent combination of sleek, smart styling and enhanced comfort that increases driver productivity. The new design language distills the fine points of auto design with cuts and lines that accentuate modern India and its global citizens.

The new design semantics include the new Tata signature grille with new the Humanity Line, visually flowing into the dynamic headlamps to create a unique design signature for the brands. With flowing lines that create an illusion of movement even when the car is standing still, its exterior exaggerates size to give it a feeling of a larger sedan.

The ZEST, a result of the collaborative design inputs from the three Tata Motors design studios in Pune, Coventry (UK) and Turin (Italy), comes with several features and a new design language on the exterior and the interior of the car.

With a classy stance, a well sculpted body and a forward pouncing stance, the ZEST portrays a sense of power and agility. The exterior language exaggerates the feeling of a larger sedan. The silhouette reveals smooth, flowing lines finishing at the rear of the car. The new signature Tata grille, Humanity Line and Trust Line, visually flow into the dynamic headlamps, creating a unique design signature for the brand. With projector headlamps, complimented by chrome accents and day-time running lights, this dynamic sedan is all set to mesmerize you with its presence on road.



The rear treatment of LED lamps and bold chrome accent bumper give a good proportion and create a striking presence on-road. The car has good balance of elements like the sedan profile; the strong wedge of the shoulder-line, the wide stretched front, rear and Alloy Wheels.

Premium chrome embellishment renders the cockpit an aura of elegance. The instrument cluster and the central AC vents are connected in a single wing shaped graphics. The centre console comes loaded with infotainment experience and HVAC finished in Piano Black and painted metal feel. The sparing use of chrome on the instrument console, vents, gear knob and on-door release handles give an instant premium look. Key design elements like the wing shaped cluster Bezel, 3-spoke steering wheel, gear-knob, precisely detailed air vents and sculpturally designed central console, ensure ZEST has the best design attributes.

DRIVENEXT *DriveNext*, is a new approach to the driving dynamics that offers driver complete control of a highly responsive machine. The ZEST will be available in Gasoline and Diesel engines. In the Gasoline segment it is equipped with a Revotron 1.2T high boost Turbo-charged Intercooled Multi-point Fuel Injected (MPFI) engine which delivers 63 kW @ 5000 rpm & 140 Nm @ 1750-3500 rpm. The modern water-cooled turbo-charger, with its low inertia wheel, provides a faster response for a flat, seamless torque density, which is kicked-in at the lowest rpm and delivered over a wide range of revolutions, feeding the vehicle with raw power continuously.

Its multi-drive mode coupled with a superior throttle response, advanced catalytic converter with reduced Toxic Emissions and Smart ECU (Electronic Control Unit) with various innovative strategies, ensure a superlative performance. The diesel variant of ZEST will have the F-Tronic technology-enabled, 5-speed Automated Manual Transmission and will be powered by a 66 kW engine with 200 Nm of uninterrupted flat torque to offer a peppy drive with seamless delivery of power.

Further, ZEST will have EPAS (Electronic Power Assisted System), with 'Active Return' function and speed sensitive power steering. ABS and Cornering Stability feature add to the safety features of the vehicle. A silent, quieter cabin will ensure a pleasant and superlative drive experience. The Dual-path suspension coupled with a zero pivot sub-frame ensures smooth and comfortable ride.



CONNECTNEXT At Tata Motors, with ConnectNext, the company will deliver a new level of driving and ownership experience as users from their own smart device, can not only enjoy superior quality of entertainment, control the deliverance of all ergonomics, acoustics and climatic needs, but also get access to outside world seamlessly, with a touch.

Recognizing the dynamic consumer world where connectivity is an increasing need for all, Tata Motors has associated with HARMAN for designing the infotainment and audio acoustics system and with MapmyIndia for next generation navigation & location based services.

The company has incorporated new technologies to make the ZEST, a connected, high-tech sedan. Forming the core of the ConnectNext experience is the all-new HARMAN infotainment system with features that will allow the car users to stay connected with friends, family and the world.

With the 5-inch touchscreen supporting rich multimedia experience, advanced Bluetooth technology, smart voice recognition, advanced smartphone integration, supporting phone enabled navigation, social media integration, touch phone controlled interface, the ZEST will ensure these car users could seamlessly integrate their professional and personal lives into their commute and travel. The system has in-built HVAC controls.

