TATA MOTORS

TATA

The finesse of a sedan with the muscle of an SUV.

ARIA

LUXURY HAS MADE ITS PEACE WITH RUGGEDNESS.

With a bloodline that's descended from both the Sedan and the SUV, you can only expect the best. And the TATA Aria doesn't disappoint. It's an alloy of elite pampering and aggressive instincts. An eclectic mix of features that assure safety, deliver performance and define luxury. To make sure that wherever you are, on-road or off, you're never out of place in a TATA Aria.

4x4

Toned muscle meets smooth curves.

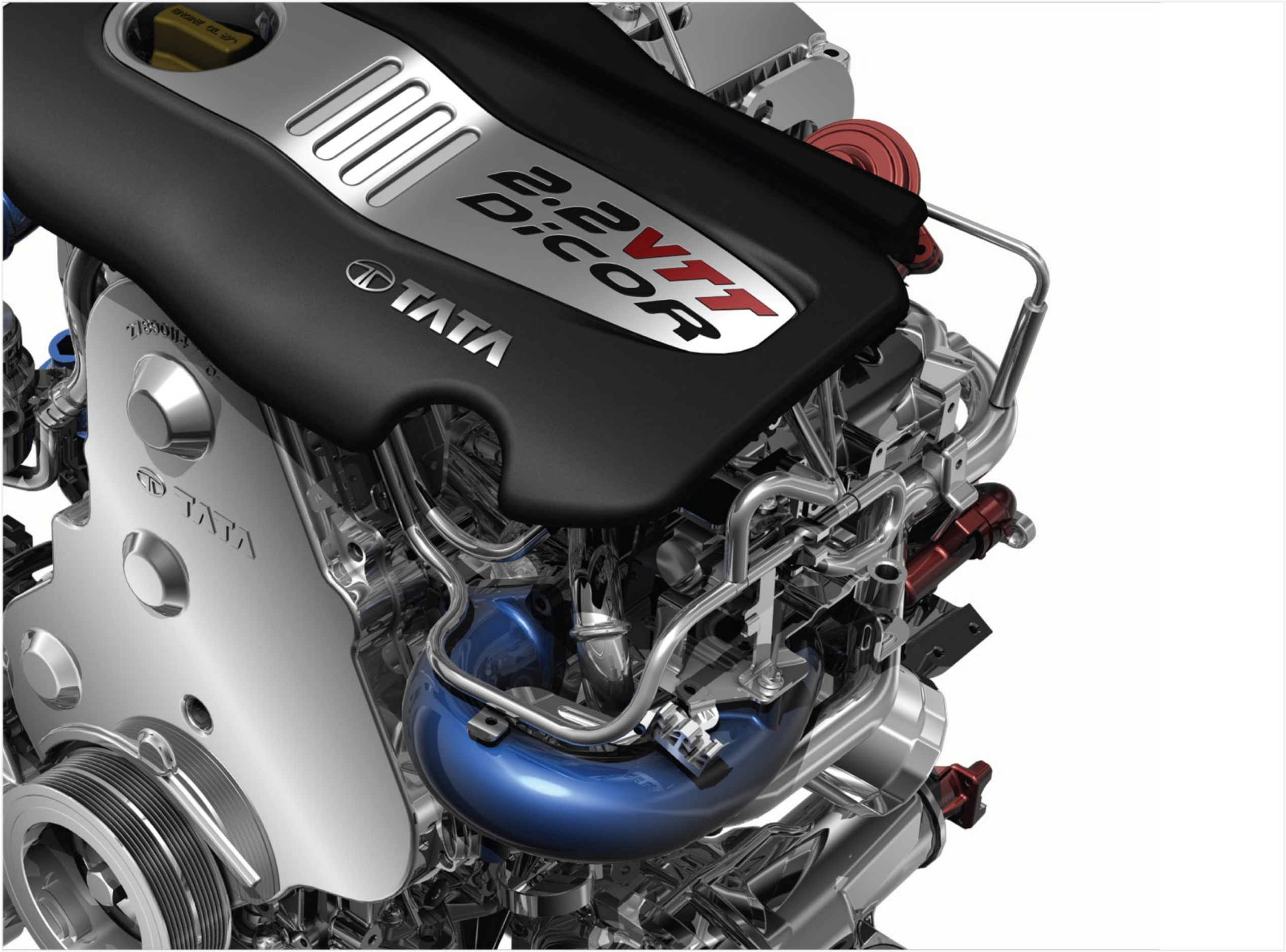
The TATA Aria is a visual choreography of bold proportions and uncompromising aesthetics. The front visage is distinct, solid and intimidating with wrap-around dual barrelled headlamps that enhance the signature Tata grille. This aggressive stance is tempered by a unique lunging silhouette and dynamic roof line. With a touch of premium class afforded by the chrome detailing throughout. Each sweep of metal hinting at the power and performance it can deliver.

Imposing Head lamps

Electrically Retractable & Adjustable ORVMs

Alloy Wheels

Horizontal Slats Chrome Grill


2.2VTT
D:COR
TATA
TATA

Brute force meets refined grace.

There's a beast under the hood here. The 2.2 DICOR engine has Variable Turbine Technology, 16 valves & Twin Overhead Camshaft with 32 bit ECU, generating 140 PS Power & 320 NM Torque. Putting the reins in your hands is the new Gearbox (Mark II) that's perfectly synchronised with the engine, offering smooth power delivery, and crisp gear shifting. Then there's the Dual Mass Flywheel that makes vibrations a thing of the past, maintaining a peaceful calm inside the cabin. A boon on Indian roads, we think.

Exhilaration meets calm.

The TATA Aria possesses a rare confidence. With the selectable Adapterra All Wheel Drive and Torque on Demand, it can get around the meanest of obstacles with the greatest of ease. And this confidence isn't just limited to off-road conditions. It displays its sure-footedness in urban environments too, offering you great directional control on winding roads. Dampening the shocks along the way is the Independent Double Wishbone Front Suspension and 5-Link Rear Suspension. Besides ensuring a jolt-free ride, they also maintain efficient control and stability on the road with low roll characteristics and higher soaking ability.

4x4 Adapterra

Independent Double Wishbone Front Suspension

5 Link Rear Suspension

Space meets luxury.

To say that the TATA Aria is spacious, isn't saying enough. Because the Generous Storage and Stowage space is complemented by Seven Ergonomically-designed Seats that fully support your body, with ample legroom and headroom. It can also accommodate various sizes of luggage without cramping it, thanks to the ample boot space and flexible seating offered by the Aria. You have the option offlat-folding the second and the third row into a large flat bed or split-folding the middle row, along with the third row to accommodate those extra long pieces of luggage.

Lending to the interiors an innate sense of sophistication is the plush Leather Upholstery which finds resonance in the high quality trims, paneling and carpet. This metal and leather tapestry is further accentuated by the elegant Dashboard with brushed metal accents. The instrument panel, centre console and floor console reflect the same sense of aesthetics. The interior styling in the Aria seamlessly blends with ergonomics. Everything here has a sense of place. The way each control has been thoughtfully positioned, you'll reach for it almost instinctively. Control has never been such a delight.

AUTO
ECON
18.0

GATEFOLD

Flat folding third row

Flat folding second row and flat folding third row

Flat folding second and third row

Indulgence meets functionality.

There are two facets to luxury. One is class and elegance; the other, comfort and convenience. And they both exist in the TATA Aria. The in-dash Satellite Navigation System shows you the way to anywhere through a simple interface and unparalleled coverage. Rain Sensing Auto Wipers switch on instantly with the slightest drizzle. And as the sun sets and the light dims, the Darkness Sensing Auto Headlights come to life. Then there's the Auto Climate Control to keep you cool at the desired temperature. And of course, a Reverse Guide Camera, to help you park without worry or hassle. But it doesn't end there. As you acquaint yourself with the luxury trappings of the TATA Aria, you will find a host of features that are both splendid and thoughtful.

GPS Navigation System

Auto Climate Control

Darkness Sensing
Auto Headlights

Rain Sensing Auto - Wipers

Reverse Guide Camera

The TATA Aria is built on the premise that convenience isn't a luxury, but a necessity. Reason why the 2 DIN Integrated Music System finds pride of place here. With 6 hi-fidelity speakers, ports for i-Pod and USB inputs, and TATA Connect Blue for hands-free calling, it keeps you entertained and connected. The on-the-pulse Driver Information System constantly feeds you with real-time information and alerts about your vehicle's fuel consumption, distance to empty, engine performance and other critical data. The Cruise Control allows you to set your cruise speed and relax on those long drives. For those who love to stow away small items within easy reach, the Roof Utility Bins are a handy and unique inclusion. The Glove Box Chiller is another thoughtful addition to keep your drinks cool and close by.

2 Din Integrated Music System

Driver Information System

Audio & phone Controls on Steering

Progressive Cruise control

Roof Utility bins

Chrome inner door handles
and OVRMs controls

Glove Box chiller

Magzine holder

Vanity mirror with lights

Cup holder

Tilt Steering

Puddle lamp

Luggage room light &
12 v charging point

Seat Belt Height Adjustment

Driver Seat Height Adjustment

The seating in the TATA Aria is built to give you the most luxurious ride possible. Which is why almost every feature is designed to adjust to your requirements. The driver's seat is height adjustable for a better road view and safer driveability. And that's not the only feature which offers that facility. The seatbelts too are height-adjustable, getting rid of that tight feeling over your chest. The level of the armrest can be set to your wish, and the ergonomically-designed front seats even offer adjustments for better lumbar support. Extra legroom too is no longer the exclusive privilege of front seat passengers, as the middle row seats slide forwards and backwards, opening up oodles of space for extra comfort. All in all, its like sitting in your favourite armchair, on wheels.

Hand Rest Adjustments

Middle Seat Slide

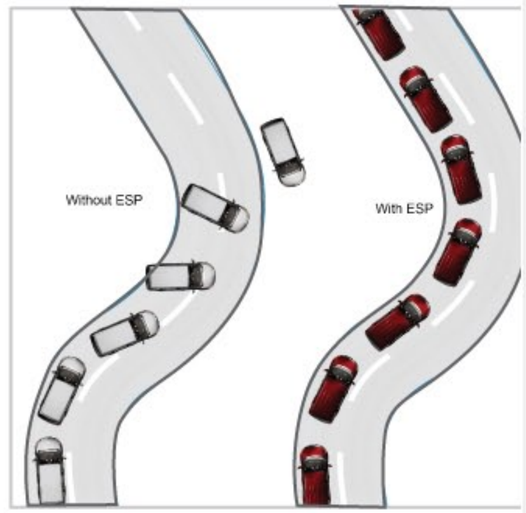
Lumbur Support Adjustments

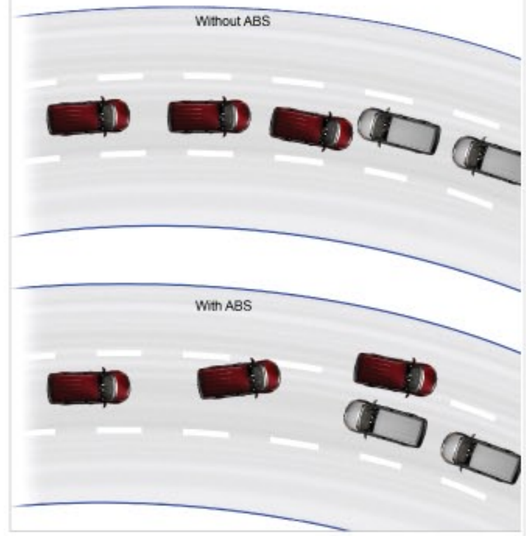
4x4

Rebellion meets restraint.

Before we put the TATA Aria out on the road, we extensively researched every aspect of the car inside a laboratory. Here we looked at every likely hazard you could encounter at the wheel, and then created an appropriate response to the same. The Aria's advanced safety features are the result of this conscientious journey. We put in the **Electronic Stability Programme** (ESP) and **Traction Control System** (TCS), for instance. So when a surprise crosses your path, and you make a sudden swerve to avoid it, ESP and TCS ensure that you don't spin out of control. Aria is equipped with **Disc Brake** on all four wheels giving you superior braking effectiveness and maximum control. What more, the **Anti-lock Braking System** and **Electronic Brake Forced Distribution** prevents skidding even on slippery surfaces while reducing braking distance.

ESP with TCS





ABS with EBD

We hope you never need to put the TATA Aria's passive safety features to the test. But it is definitely reassuring to know that your family travels inside a Crashworthy vehicle that meets all current crash safety norms in the Indian and European market. In the unfortunate case of a crash, the force of the impact will be dampened by the advanced Hydro-formed Frame Members and the Stiffened Body Shell with Crumple Zones built into it. The Aria is equipped with Six Airbags – driver and passenger air bags, side and curtain air bags – which offers protection from frontal as well as side inpacts. And then there's the Collapsible Steering, and Side Impact Beams for added safety. Reassuring, isn't it?

Choice meets abundance

Exactly how would you like your TATA Aria? Choose your Chassis Colour, and Upholstery Scheme. Throw in Accessories of your choice, and your TATA Aria is ready for the smooth, and the rough.

Black and Plum

Black and Black

Black and Beige

Castelle Gray

Arctic Silver

Walnut Gold

Sardinia Red

Quartz Black

Pearl White

Surf Blue

Night Shade Black

Technical Specifications

Engine	Type	2.2 L DICOR, BS IV Compliant with Dual Mass Flywheel
	Displacment	2179 cc
	Max Output (PS@rpm)	140 @ 4000
	Max Torque (Nm@rpm)	320 @ 1700-2700
Dimensions and Weights	Overall Length (mm)	4780
	Overall Width (mm)	1895
	Overall Height	1780
	Wheelbase (mm)	2850
	Ground Clearance (mm)	200
	Gross Vehicle Weight (Kg)	2720
	Seating Capacity	7 Persons
	Turning Radius (m)	5.6
Drive	Drive system	4 WD
Suspension	Front	Independent Double Wishbone with Coil Spring
	Rear	5 Link suspension with coil spring
Transmission	Type	G-76-5/4.1 Syncromesh with Overdrive. Torque on Demand 4X4
Steering	Type	Rack and Pinion with Power assistance
Brakes	Front	Ventilated Disc Brakes with twin pot caliper
	Rear	Disc Brakes
Tyres		235/65 R 17
Fuel Tank Capacity		60 Litrs

Features	Pleasure 4x4	Prestige 4x4	Pride 4x4
Safety & Security	Air bags Driver & Passenger	Air bags Driver & Passenger	Air bags Driver & Passenger Side & Curtain Air Bags (6 Air Bags) Electronic Stability Program & Traction Control System
	Anti- locking Braking System with Electronic Brake forced Distribution	Anti-locking Braking System with Electronic Brake forced Distribution	Anti-locking Braking System with Electronic Brake forced Distribution
	Hydroform chasis frame & Reinforced body construction	Hydroform chassis frame & Reinforced body construction	Hydroform chassis frame & Reinforced body construction
	Engine Immobilizer with Perimetric alarm system	Engine Immobilizer with Perimetric alarm system	Engine Immobilizer with Perimetric alarm system
	All Disc Brakes	All Disc brakes	All Disc brakes
Comfort and Convenience	2 DIN music System with CD/MP3 player and 6 speakers	2 DIN music System with CD/MP3 player and 6 speakers	2 DIN music System with CD/MP3 player and 6 speakers Satellite Navigation system
	Audio Switches on Steering	Audio & Phone Switches on Steering	Audio & Phone Switches on Steering
	USB and Aux In port on centre console	USB and Aux In port on centre console	USB and Aux In port on centre console
		Tata Blue Connect (5 phones pairing capable)	Tata Blue Connect (5 phones pairing capable)
	Driver Info System	Driver Info System	Driver Info System
	Ultrasonic Reverse Guide System	Ultrasonic Reverse Guide System	Reverse Guide Camera
	Dual AC	Dual AC with Automatic Climate Control	Dual AC with Automatic Climate Control
	Height Adjusted Drivers Seat	Height Adjusted Drivers Seat	Height Adjusted Drivers Seat
	Rear Wash, wipe & demister	Rear Wash, wipe & demister	Rear Wash, wipe & demister
	Keyless entry with remote integrated key	Keyless entry with remote integrated key	Keyless entry with remote integrated key Cruise Control
Functional	Flat Floor fold 2nd & 3rd row seats with Sliding 2nd row	Flat Floor fold 2nd & 3rd row seats with Sliding 2nd row	Flat Floor fold 2nd & 3rd row seats with Sliding 2nd row
	Roof Storage Bins & Goggle Cases	Roof Storage Bins & Goggle Cases	Roof Storage Bins & Goggle Cases
	Follow me home (Approach lights)	Follow me home (Approach lights)	Follow me home (Approach lights)
	Electrically Adjustable Outer Mirrors	Electrically Adjustable & Retractable Outer Mirrors	Electrically Adjustable & Retractable Outer Mirrors
		Rain Sensing Wipers & Darkness sensing head lights	Rain Sensing Wipers & Darkness sensing head lights
		Glove Box Chiller	Glove Box Chiller
Interiors	Black & Beige interiors with Wood inserts	Three Interiors Options - Black & Plum with Brush Metal Inserts Option of Black & Black with Brush Metal Inserts Option of Black & Beige with Wood Inserts	Two Interiors Options - Black & Plum with Brush Metal Inserts Option Of Black & Black with Brush Metal Inserts
	Beige Fabric Upholstery	Full Leather Upholstery in Black & plum and Black & Black Interiors, Fabric Upholstery with Black & Beige Interiors	Full Leather Upholstery
	Chrome inside door handles	Chrome inside door handles	Chrome inside door handles
Exteriors	16" Steel Wheels	17" Alloy Wheels	17" Alloy Wheels
	Dual barrel headlamp with projector beam	Dual barrel headlamp with projector beam	Dual barrel headlamp with projector beam
	Fog Lights Front & Rear	Fog Lights Front & Rear	Fog Lights Front & Rear
	Chrome Surround Grill	Full Chrome Grill	Full Chrome Grill
	Body Coloured Rub Rails	Body Coloured Rub Rails With Chrome Insert	Body Coloured Rub Rails With Chrome Insert
	Chrome waistline on windows	Chrome waistline on windows	Chrome waistline on windows

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24X7

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For any further details or to book a testdrive please log on to www.tataaria.com or SMS us ARIA to 5616161. For any assistance, please call our toll free number: 1800-2097979 or email us at uvpmg@tatamotors.com. Aria carries a warranty of 3 years or 100000 kms*. Insist on 1 year/50,000* kms extended warranty option. Variants, Colors and specifications are subject to change without notice. Colours shown may vary due to printing limitations. Please check these details with your local dealer prior to placing order. (* - Whichever is earlier)