

# A NEW BREED OF LUXURY.



**ARIA**

A new breed

## THE THRILL OF LUXURY.

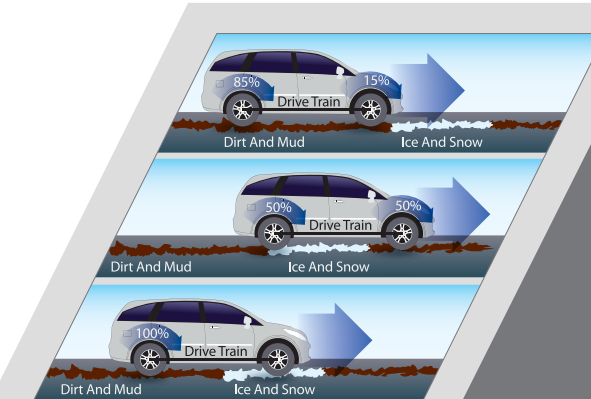
We at TATA Motors set out to transform the way the world perceives luxury. Taking it out of its passive haughtiness, and loud opulence. The TATA Aria was born of that belief. It is a marvel of automotive engineering, that's magnificent but not extravagant. Indulgent, and thoughtful. It's the bigger picture, with every detail in place. It is the coming together of old world comfort and new age wizardry. It's powerful. Precious. Poised. This is the TATA Aria. This is the new face of assertive refinement.



## SEIZE THE REINS OF POWER.

2.2 Dicor 140 PS Power and 320 NM Torque, BS IV

Absolute power is indulgent. And liberating. Lift the hood on the Aria, and you'll find a 2.2 Dicor engine throbbing with Variable Turbine Technology, 16 valves and twin Overhead camshaft with 32 bit ECU, generating 140 PS Power and 320 NM Torque. That's enough power to send any Monarch into a tizzy.



CRUISE CONTROL

## RED CARPET ROADS.

4x4 Adapterra with Torque On Demand

Go anywhere with Aria's All Wheel Drive with Torque on Demand. It not only gives you the off-road advantage, but also ensures stability by offering great directional control in normal driving conditions too. Traversing any environment with effortless ease.

*Cruise Control*

*Put your feet up and relax. With the Aria's Cruise Control you can now set your cruise speed and enjoy a relaxed drive.*

## THE LAP OF LUXURY.

*Seven Ergonomically Designed Leather Seats*

Sink into the Aria's plush Leather Seats to experience refined grace. With interiors that seem to be commissioned by royalty, the TATA Aria comes with full front leather seats in Dark Graphite or Plum. The inserts on the dashboard, the door trims and the leather wrap for the steering wheel add to the innate sense of sophistication within. This is your portal into another world.

## THERE'S A PLACE FOR EVERYTHING.

*Seating Flexibility and Flat Bed, Sliding 2nd Row Seats*

There's no such thing as too much space. With the generous stowage and flexible storage in the TATA Aria, you'll never run out of space. The Split fold 2nd and 3rd row seats fold flat, completely, or partly, into the floor. Making enough room to accommodate your world.

## LOSE YOURSELF, NOT YOUR WAY.

### *Satellite Navigation System*

Find your way across the featureless Sahara, or a congested cityscape, with the Aria's ingenious navigation system as your guiding light. With a simple interface and unparalleled coverage, finding your destination will now be a leisurely stroll through the park.



GPS NAVIGATION SYSTEM



AUTO CLIMATE CONTROL

## CHOOSE YOUR WEATHER.

### *Auto Climate Control*

When you travel in the TATA Aria even the climate is under your control. The electronic climate control automatically maintains a steady temperature once set. And not just for the usually privileged few seated in the front, but in every corner of the Aria. Ensuring that, inside here, the weather is always fine.

## THERE'S NO LOOKING BACK.

*Reverse Guide Camera*

The TATA Aria has an automatically activated Reverse Guide Camera that shows you a real time video of the range behind your car while you reverse. Ensuring that you never look back in regret.



REVERSE GUIDE CAMERA



GLOVE BOX CHILLER

## KEEP YOUR COOL.

*Glove Box Chiller*

Be it chocolate or a refreshing beverage, the Glove box chiller ensures that they stay the way you like them. Chilled. Cheers to that.

## WON'T KEEP YOU IN THE DARK.

### *Darkness Sensing Auto Headlights*

Whatever journey life offers, you can't run with a blinder. A glimmer is enough. Darkness Sensing Auto Headlights are much more than that. They come ON with the entry into Tunnel or Low ambient light and show you the way. So you never drive blind-folded.



RAIN SENSING AUTO WIPERS

## AN EYE ON THE SKY.

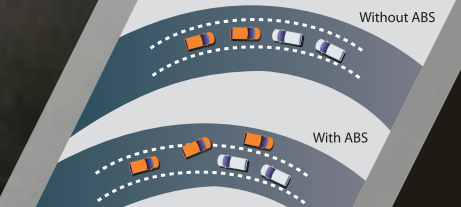
### *Rain Sensing Auto Wipers*

However unpredictable the weather, you can predict one thing. The Aria's Rain Sensing Auto Wipers will never be caught off guard. Ready for any weather, they automatically start operating on sensing rain and depending upon the intensity, adjust their speed. You'll never have the rain in your face.

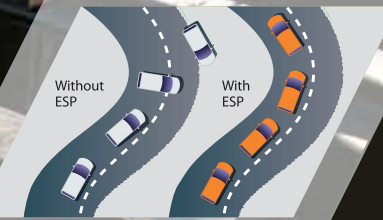
## GRINDING STOPS AREN'T GRINDING ANYMORE.

*Antilock Braking System with Electronic  
Brake Force Distribution and All Disc Brakes*

When it came to the Aria's braking system, we pulled out all stops. With a shuttle-load of braking technology, the Aria boasts of optimum braking efficiency at all times. The brakes will never jam or heat. Neither will your car skid or roll. So when you need to come to a complete stop, the Aria will simply oblige. No drama. No fuss. Keeping you in complete control, at any moment.



ABS WITH EBD



ESP WITH TCS

## SHARP TURNS LOSE THEIR EDGE.

*Electronic Stability Program  
and Traction Control System*

The TATA Aria can read your mind, and the road. So when you encounter a surprise in your path, and swerve to avoid it, ESP makes coming back on track easier. It electronically reads your driving inputs and scans the vehicle's behaviour to manage the braking system and engine. Thus avoiding skidding, and a mishap. Now the only surprise on the road, is the TATA Aria's agility.

## HERE TOO, AIR SUSTAINS LIFE.

### *Six Airbags*

Every life inside the Aria is precious. Reason why, we have six airbags, instead of the standard two. There's the standard airbags for the driver and the front passenger. In addition, there's the Side Airbags, and the Curtain Airbags. Putting air to some good use. Covering you from every side.



## PROTECTIVE COCOON.

*Hydroform Body, Rigid Body Construction and Crashworthiness*

No harm can come to you. Thanks to the new technique of Frame Building, with Hydroform Technology. This allows excellent design flexibility which results into higher Frame Stiffness, and Torsional Rigidity. Keeping you and your family safe and secure.

Features	Pure LX	Pure	Pleasure	Prestige	Pride
<b>Drive</b>	<b>4x2</b>	<b>4x2</b>	<b>4x4 and 4x2</b>	<b>4x4 and 4x2</b>	<b>4x4</b>
<b>Safety and Security</b>	<ul style="list-style-type: none"> <li>Engine Immobilizer with Parametric Alarm System</li> <li>All Disc Brakes</li> <li>Hydroform Chassis Frame Refined Body Construction</li> </ul>	<ul style="list-style-type: none"> <li>ABS with EBD</li> <li>Hydroform Chassis Frame and Reinforced Body Construction</li> <li>Engine Immobilizer with Perimetric Alarm System</li> <li>All Disc Brakes</li> </ul>	<ul style="list-style-type: none"> <li>Air bags - Driver and Passenger</li> <li>ABS with EBD</li> <li>Hydroform Chassis Frame and Reinforced Body Construction</li> <li>Engine Immobilizer with Perimetric Alarm System</li> <li>All Disc Brakes</li> </ul>	<ul style="list-style-type: none"> <li>Air bags - Driver and Passenger</li> <li>ABS with EBD</li> <li>Hydroform Chassis Frame and Reinforced Body Construction</li> <li>Engine Immobilizer with Perimetric Alarm System</li> <li>All Disc Brakes</li> </ul>	<ul style="list-style-type: none"> <li>Air bags - Driver and Passenger</li> <li>Side and Curtain Air Bags (6 Air Bags)</li> <li>Electronic Stability Program and Traction Control System</li> <li>ABS with EBD</li> <li>Hydroform Chassis Frame and Reinforced Body Construction</li> <li>Engine Immobilizer with Perimetric Alarm System</li> <li>All Disc Brakes</li> </ul>
<b>Comfort and Convenience</b>	<ul style="list-style-type: none"> <li>Dual AC with Pillar Mounted AC Louvers</li> <li>Driver Info System</li> <li>Keyless Entry with Remote Integrated Key</li> </ul>	<ul style="list-style-type: none"> <li>2 DIN Music System with CD/MP3 Player and 6 Speakers</li> <li>USB and Aux-in Port on Centre Console</li> <li>Driver Info System</li> <li>Dual AC</li> <li>Rear Wash, Wipe and Demister</li> <li>Keyless Entry with Remote Integrated Key</li> </ul>	<ul style="list-style-type: none"> <li>2 DIN Music System with CD/MP3 Player and 6 Speakers</li> <li>Audio Switches on Steering</li> <li>USB and Aux-in Port on Centre Console</li> <li>Driver Info System</li> <li>Ultrasonic Reverse Guide System</li> <li>Dual AC</li> <li>Height Adjusted Drivers Seat</li> <li>Rear Wash, Wipe and Demister</li> <li>Keyless Entry with Remote Integrated Key</li> </ul>	<ul style="list-style-type: none"> <li>2 DIN Music System with CD/MP3 Player and 6 Speakers</li> <li>Audio and Phone Switches on Steering</li> <li>USB and Aux-in Port on Centre Console</li> <li>TATA Blue Connect (5 phones pairing capable)</li> <li>Driver Info System</li> <li>Ultrasonic Reverse Guide System</li> <li>Dual AC with Automatic Climate Control</li> <li>Height Adjusted Drivers Seat</li> <li>Rear Wash, Wipe and Demister</li> <li>Keyless Entry with Remote Integrated Key</li> </ul>	<ul style="list-style-type: none"> <li>2 DIN Music System with CD/MP3 Player and 6 Speakers</li> <li>Satellite Navigation System</li> <li>Audio and Phone Switches on Steering</li> <li>USB and Aux-in Port on Centre Console</li> <li>TATA Blue Connect (5 phones pairing capable)</li> <li>Driver Info System</li> <li>Reverse Guide Camera</li> <li>Dual AC with Automatic Climate Control</li> <li>Height Adjusted Drivers Seat</li> <li>Rear Wash, Wipe and Demister</li> <li>Keyless Entry with Remote Integrated Key</li> <li>Cruise Control</li> </ul>
<b>Functional</b>	<ul style="list-style-type: none"> <li>Electric Adjust Outer Rear View Mirrors</li> <li>Flat Fold 2nd &amp; 3rd Row Seats with Sliding 2nd Row</li> <li>Goggle Cases</li> </ul>	<ul style="list-style-type: none"> <li>Flat Floor fold 2nd and 3rd Row Seats with Sliding 2nd Row</li> <li>Roof Storage Bins and Goggle Cases</li> <li>Follow Me Home (Approach Lights)</li> <li>Electrically Adjustable Outer Mirrors</li> </ul>	<ul style="list-style-type: none"> <li>Flat Floor fold 2nd and 3rd Row Seats with Sliding 2nd Row</li> <li>Roof Storage Bins and Goggle Cases</li> <li>Follow Me Home (Approach Lights)</li> <li>Electrically Adjustable Outer Mirrors</li> </ul>	<ul style="list-style-type: none"> <li>Flat Floor fold 2nd and 3rd Row Seats with Sliding 2nd Row</li> <li>Roof Storage Bins and Goggle Cases</li> <li>Follow Me Home (Approach Lights)</li> <li>Electrically Adjustable and Retractable Outer Mirrors</li> <li>Rain Sensing Wipers and Darkness Sensing Headlights</li> <li>Glove Box Chiller</li> </ul>	<ul style="list-style-type: none"> <li>Flat Floor fold 2nd and 3rd Row Seats with Sliding 2nd Row</li> <li>Roof Storage Bins and Goggle Cases</li> <li>Follow Me Home (Approach Lights)</li> <li>Electrically Adjustable and Retractable Outer Mirrors</li> <li>Rain Sensing Wipers and Darkness Sensing Headlights</li> <li>Glove Box Chiller</li> </ul>
<b>Interiors</b>	<ul style="list-style-type: none"> <li>Beige Fabric Upholstery</li> <li>Black and Beige Interiors with Wood Inserts</li> </ul>	<ul style="list-style-type: none"> <li>Black and Beige Interiors with Wood Inserts</li> <li>Beige Fabric Upholstery</li> <li>Chrome Inside Door Handles</li> </ul>	<ul style="list-style-type: none"> <li>Black and Beige Interiors with Wood Inserts</li> <li>Chrome Inside Door Handles</li> </ul>	<ul style="list-style-type: none"> <li>Black and Plum with Brush Metal Inserts</li> <li>Full Leather Upholstery in Black and Plum</li> <li>Chrome Inside Door Handles</li> </ul>	<ul style="list-style-type: none"> <li>Black and Plum Interiors with Brush Metal Inserts</li> <li>Full Leather Upholstery</li> <li>Chrome Inside Door Handles</li> </ul>
<b>Exteriors</b>	<ul style="list-style-type: none"> <li>16" Steel Wheels</li> <li>Tail Lamps</li> <li>Dual Barrel Headlamp with Projector Beam</li> <li>Chrome Waistline on Windows</li> </ul>	<ul style="list-style-type: none"> <li>16" Steel Wheels</li> <li>Dual Barrel Headlamp with Projector Beam</li> <li>Tail Lamps</li> <li>Chrome Surround Grill</li> <li>Body Coloured Rub Rails</li> <li>Chrome Waistline on Windows</li> </ul>	<ul style="list-style-type: none"> <li>16" Steel Wheels</li> <li>Dual Barrel Headlamp with Projector Beam</li> <li>Fog Lights Front and Rear</li> <li>Chrome Surround Grill</li> <li>Body Coloured Rub Rails</li> <li>Chrome Waistline on Windows</li> </ul>	<ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>Dual Barrel Headlamp with Projector Beam</li> <li>Fog Lights Front and Rear</li> <li>Full Chrome Grill</li> <li>Body Coloured Rub Rails with Chrome Insert</li> <li>Chrome Waistline on Windows</li> </ul>	<ul style="list-style-type: none"> <li>17" Alloy Wheels</li> <li>Dual Barrel Headlamp with Projector Beam</li> <li>Fog Lights Front and Rear</li> <li>Full Chrome Grill</li> <li>Body Coloured Rub Rails with Chrome Insert</li> <li>Chrome Waistline on Windows</li> </ul>

Technical Specifications		
<b>Engine</b>	Type	2.2 L DICOR, BS IV ENGINE*
	Displacement	2179 cc
	Max Output (PS@rpm)	140 @ 4000
	Max Torque (Nm@rpm)	320 @ 1700-2700
<b>Dimensions and Weights</b>	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
<b>Drive</b>	Drive System	4x4 and 4x2
<b>Suspension</b>	Front Rear	Independent Double Wishbone with Coil Spring 5 Link Suspension with Coil Spring
<b>Transmission</b>	Type	G-76-5/4.1 Syncromesh with Overdrive.Torque on Demand 4x4
<b>Steering</b>	Type	Rack and Pinion with Power Assistance
<b>Brakes</b>	Front Rear	Ventilated Disc Brakes with Twin Pot Caliper Disc Brakes
<b>Tyres</b>		235/65 R 17 or 235/70 R 16
<b>Fuel Tank Capacity</b>		60 Litres



Night Shade Black



Pearl White



Sardinia Red



Quartz Black



Arctic Silver



Castelle Gray

\* Pure LX Variant has 2.2 L DICOR, BS IV Engine

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For any further details or to book a test drive please log on to [www.tataaria.com](http://www.tataaria.com) or sms ARIA to 5616161. For any assistance, please call us toll free at: 1800 209 7979 or email us at [uvpmg@tatamotors.com](mailto:uvpmg@tatamotors.com). Aria carries a warranty of 3 years or 1,00,000 km\*. Insist on 1 year/50,000 km\*. Accessories shown may not be part of the standard equipment. Variants, colours, specifications and features 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)