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Tata Motors kicks-off India's first Indian Truck Driver Race training & selection program

To host SEASON III of T1 PRIMA TRUCK RACING CHAMPIONSHIP on March 20

Tata Motors today announced Season III of the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2016, scheduled to be held on March 20, 2016, at India's globally renowned F1 race track - the Buddh International Circuit (BIC), Greater Noida. In keeping with its commitment of making trucking aspirational for Indian drivers and bringing them to truck racing, Season III of T1 Prima Truck Racing Championship will also feature an Indian truck drivers race for the first time. Like in the earlier seasons, the championship will continue to host experienced international drivers representing six teams, featuring 12 Tata PRIMA race trucks built for the purpose.

Tata Motors conceptualized and introduced a new Indian Truck Driver Race selection and training program based on the company's strategic objective of making the profession of truck driving aspirational and at the same time act as a catalyst to induct drivers into the commercial vehicles profession. These Indian Truck Drivers will be selected from a pool of truck drivers who are employed with Tata Motors key customers all over the country. In all, Tata Motors will have 12 Indian truck drivers selected to race at the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2016.

Commenting on the occasion, Mr. Ravindra Pisharody, Executive Director, Commercial Vehicle Business Unit, said, "We at Tata Motors are delighted to host season III of the T1 Prima Truck Racing Championship, a much-awaited calendar event and one of the most pioneering in the country's commercial vehicle industry & India's motorsports history. Ever since it was first introduced in 2014, T1 has proved to be a great platform to showcase the prowess of the Indian commercial vehicles industry and that of Tata Motors, and Season III presents us with a great opportunity to launch our next big initiative - Indian Race Truck drivers."

Mr. Ravi Pisharody further added, "Hand-picked through a rigorous driver training and selection program from a pool of commercial vehicle drivers, we are proud to have collaborated with our customers for a shared vision in promoting the profession of truck driving. We are excited and honored to have these individuals as the newest members of the T1 PRIMA TRUCK RACING CHAMPIONSHIP."

The T1 PRIMA TRUCK RACING CHAMPIONSHIP is organized by MMSC (Madras Motor Sports Club) and is inscribed on the calendars of FIA (Federation Internationale de l'Automobile) and FMSCI (the Federation of Motor Sports Clubs of India) making the event truly global.

The FIA is the governing body for world motor sport and the federation of the world's leading motoring organizations. One of the core responsibilities of the FIA is the development of motor sport worldwide. Through its national member clubs the FIA is involved in every level of motor sport and its remit extends to the millions of amateurs and professionals who enjoy motor sport in all of its variety. The FMSCI is a long-standing member of the FIA and is the only national motor sport federation recognized by the Government of India, for the promotion and control of motor sport in India, and is affiliated to the prestigious Indian Olympic Association.

On race day, there will be two race categories -

SUPER CLASS - Comprising of Indian race truck drivers

PRO CLASS - Comprising of internationally acclaimed drivers, with proven expertise in the field of Truck Racing, like the British Truck Racing and European Truck Racing championships

Tata Motors, the country's largest commercial vehicles manufacturer brought the popular motorsport of truck racing to India in 2014, with the last T1 PRIMA TRUCK RACING CHAMPIONSHIP held in March 2015, having witnessed over 50,000 cheering enthusiasts.

About Tata PRIMA

A multiple award-winning range of trucks from Tata Motors, the Tata PRIMA is today available in different trims, including multi-axle trucks, tractor-trailers and tippers, apt for several applications, thus meeting varied end-user requirements, with its power, sustainable speed, safety and reliability, best-in-class, aggregates, cabin features and comfort, was uncompromisingly designed for long-distance/ hours of transportation.

Besides focusing on the mechanics of the vehicle, the uniqueness of the Tata PRIMA is that its cab which focuses on driver comfort. The cockpit of the Tata PRIMA is both functional and visually ergonomic with a separation in terms of the working and living area. The cabin is air-conditioned, with roomie occupantsâ€™ space, includes reclining seats, armrests, an adjustable steering system, a music system and Global Positioning System (GPS) as a standard feature.

About Tata Motors

Tata Motors Limited is Indiaâ€™s largest automobile company, with consolidated revenues of INR 2,62,796 crores (USD 42.04 billion) in 2014-15. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles plying in India, Tata Motors is the countryâ€™s

€™s market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

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