

Tata Motors develops 'powerful' Prima truck

The 1000-bhp behemoth will be on display this week at the Buddh circuit during the T1 truck racing championship

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Tata Motors has developed its most powerful truck, which will be on display at the Buddh International Circuit near Delhi this week.

"The 1,000-bhp Prima will be a showpiece during the T1 Prima Truck Racing Championship. If all goes well, it will be the vehicle which we can sell abroad," said Ravi Pisharody, Executive Director, Commercial Vehicles, in a recent interview.

On Sunday, the fourth edition of T1 will see 400 bhp Primas on the race track in what

is expected to be a high voltage event. Two prototypes of the 1,000-bhp Prima will be on display at the event to showcase the prowess of Tata Motors' engineering team in Jamshedpur which worked for over a year to make this a reality.

"I don't want to promise that two years down the line we will have such powerful trucks performing in Europe. All I can say is that it is a possibility since this 1000-bhp Prima will not be in any way inferior to European trucks," added Pisharody.

The T1 event is also the best



Ravi Pisharody, ED, Commercial Vehicles, Tata Motors

time to display this all-powerful truck since international distributors will be present at Buddh.

While the 1000-bhp Prima is bound to be a showstopper, all the action will be happening on the track with its 400 bhp siblings. Over the last three years, the T1 has been such a

resounding success that Tata Motors believes the concept is here to stay.

Indian drivers

This edition will have truck racers from Europe participating in addition to the traditional British line-up. It is also for the first time that there will be a woman racer, Stephanie Halm of Germany, competing in an all-male bastion.

In addition, it is the second year where there will be Indian drivers racing on the track too. "Many of them have seen the success of 12 of their colleagues racing last year. We have now expanded the net to get more entries from the south, west and east," said Pisharody.

With T1 gaining popularity

in India, it remains to be seen if Tata Motors will take this to other parts of the world. The 1000-bhp prototype that will be displayed may perhaps pave the way for an entry into Europe where truck racing is already popular.

"The reason we are holding back is that in India, Tata is a big brand but we are still not there in some of the other markets.

"In those countries where we are investing in the brand, there could be a couple where it is not out of place to say that T1 could make an appearance," said Pisharody.

For the moment, Korea, Indonesia, West Asia and Africa could be possible hunting grounds to replicate the India T1 experience with 400 bhp trucks.