

**‘Junoon-e-Trucking’ with Tata Motors!**

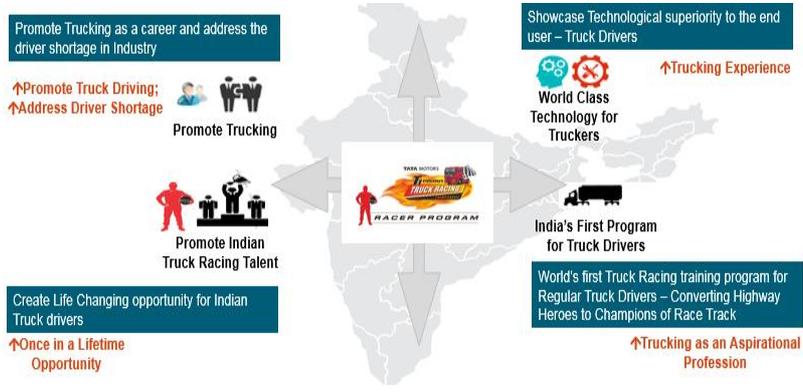
**T1 Prima Truck Racing Championship Season 4 will be held on March 19, 2017**

**Mumbai, February 20, 2017:** After completing a hat-trick of hosting three successive truck racing championships in the country, Tata Motors will host Season 4 of the T1 PRIMA TRUCK RACING CHAMPIONSHIP on Sunday, March 19, 2017. Considered as the F1 of Truck Racing in India, this championship is a grand spectacle of Tata PRIMA race trucks battling it out against each other, at the Buddh International Circuit (BIC), Greater Noida.



Conducted under the aegis of FIA & FMSCI, the T1 Prima Truck Racing Championship will feature Tata PRIMA trucks, built for the purpose. A one-make championship, T1 Prima Truck Racing will have a roaring start of Tata PRIMA race trucks competing against each other for top honours. India’s first truck racing championship is being organised by Madras Motor Sports Club (MMSC), with safety and performance standards as per the guidelines of the British Truck Racing Association (BTRA).

**Ravi Pisharody, Executive Director, Commercial Vehicles, Tata Motors Ltd. said,** *“With the T1 PRIMA TRUCK RACING CHAMPIONSHIP we are ahead of contemporary, we are FUTURE READY and through this property we’ve proved time and again to showcase a distinctive partnership between sporting and technological excellence for the Tata Motors brand. Season 4, will further enable us to showcase our passion, commitment and leadership, in the Indian commercial vehicle space, as we prepare to demonstrate and introduce new innovations and new heroes on the Indian trucking and motorsports scene. As we gear up to showcase our preparedness for the future in Season 4, I look forward to another exiting and power packed race in 2017.”*



One of the most awaited events on the Indian motorsports calendar, Season 4 of the T1 PRIMA Truck Racing Championship 2017, will further reinforce Tata Motors commitment of introducing Indian truck drivers to the sport. This is in line with 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, addressing the problem of driver shortage.

**Vicky Chandhok, Mentor, T1 PRIMA TRUCK RACING CHAMPIONSHIP, said,** *“Truck racing is a fun sport that many did not realise could actually be done, but Tata Motors made it happen and today the T1 PRIMA Truck Racing Championship is one of the most awaited events on the Indian motorsports calendar. What makes the T1 PRIMA championship all the more fulfilling is the sense of purpose it brings, not only to the motorsports scene, but how it ties into the Indian commercial vehicles industry and more importantly to the profession of truck driving. Season 4 promises to be even more exciting.”*

Tata Motors formally kicked off preparations for this gala event, with the second edition of the T1 Racer Program (TRP 2.0) in 2016. TRP 2.0 is one of the country’s most comprehensive motorsports driver training and selection programs conceptualized and conducted by Tata Motors. This program has received 1000 applications from all over the country, of which Season 4 will present 10 new shortlisted Indian truck drivers with an opportunity to race at India’s globally renowned F1 race track. Besides inducting new Indian drivers to the sport, Season 4 will also feature Indian truck drivers from Season 3. Like in the earlier seasons, the championship will continue to host experienced international drivers representing six teams.

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PRESS RELEASE

Season 4 of the T1 PRIMA TRUCK RACING CHAMPIONSHIP will comprise of three categories:

<b>SUPER CLASS</b>	Top 10 Racers from TRP 2.0
<b>CHAMPION CLASS</b>	Top 10 finalist from TRP 1.0
<b>PRO CLASS</b>	12 International Racers

Speaking on the occasion, R.T. Wasan, Vice President (Commercial), Commercial Vehicles, Tata Motors, said, "Tata Motors has always been at the forefront of introducing first-of-its-kind innovations and through truck racing, we conceptualized another unique property called the T1 Racer Program. Having kicked-off TRP 2.0, under a new theme of 'Junoon-e-Trucking', we have received an encouraging response from Indian truck drivers for a race seat in Season 4. Through TRP, we are confident of equipping Indian drivers to excel in the sport and in their respective professions. Our customers have played a critical role in making TRP a success and we would like to thank them for their collaborative efforts in taking the TRP program to greater heights."

Most drivers have shown keen interest to learn concepts around motorsport racing being taught to them and have been truly overwhelmed by the overall experience. For several, this was the first time they experienced formal training. Feedback sessions also served as a window into their thoughts, aspirations and expectations, greatly enriching our understanding of their key motivational factors & beliefs of the truck driver community.

To know more: listen to some Indian drivers share their insights on TRP 2.0

Prakash Shiota	<a href="https://www.youtube.com/watch?v=lqV5NbA_beo">https://www.youtube.com/watch?v=lqV5NbA_beo</a>
Dharmendra Kumar Mishra	<a href="https://www.youtube.com/watch?v=iXuE1-auD4A">https://www.youtube.com/watch?v=iXuE1-auD4A</a>
Bhom Singh	<a href="https://www.youtube.com/watch?v=LN0gmzQSqwY">https://www.youtube.com/watch?v=LN0gmzQSqwY</a>
Prabha Shankar	<a href="https://www.youtube.com/watch?v=lqV5NbA_beo">https://www.youtube.com/watch?v=lqV5NbA_beo</a>

#### PROFESSIONAL PARTNERS:

Tata Motors is partnered by some of the leading names in motor sports, all of whom are recognized for their knowledge and expertise in this field. Among them is –

**Steve Horne** – Steve Horne is a celebrated race truck driver who has won the British truck racing championship twice. Currently one of the longest serving truck racing drivers, Steve has helped Tata Motors bring the sport truck racing to India, in multiple operational aspects.

**Karun Chandhok** – Karun Chandhok is part of a very exclusive club of only two Indian Formula 1 drivers. A multiple race winner and podium finisher in GP2, Karun was a test driver for the Red Bull Racing Formula 1 team in 2007 and 2008, before going on to race in Formula 1 for Hispania Racing and Team Lotus in 2010 and 2011 respectively. Moving into the world of Sportscars in 2012, Karun became the first, and so far only, Indian to ever compete in the iconic Le Mans 24 hour race.

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#### About Tata Motors:

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. 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 9 million Tata vehicles plying in India, Tata Motors is the country'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.

([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: <https://twitter.com/TataMotors>)

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