

## **T1 Prima Truck Racing 2016 all set to excite audiences on March 20**

### **Sunidhi Chauhan, Badshah and Neeti Mohan to perform at T1**

**Thursday, March 17, 2016:** After two spectacular years of action-packed Truck Racing in India, Tata Motors is all set to kick-off Season III of the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2016, at the Buddh International Circuit, Greater Noida, beginning Saturday, March 19.

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 feature 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. There will be two race categories, with four races –

- Two SUPER CLASS – Comprising of Indian race truck drivers
- Two PRO CLASS – Two Pro Class - Comprising of Internationally acclaimed drivers with proven experience in the field of truck racing.

With every successful Season, the scale of performances become more exciting and grander than the Season before and Season 3 promises to be no different. Alongside some edge of the seat action at T1 2016, Season 3 will also host some of the country's most prominent names from the music and entertainment scene. From the sensational Hip Hop heartthrob Badshah to the vivacious damsel of melody, Neeti Mohan, the scintillating Garima Yajnik with her foot-tapping Indo-western numbers and last but not the least, the ruling diva of Bollywood music with her memorable feast of melody and dance numbers, Sunidhi Chauhan, are few amongst the many other surprises that T1 season 3 has to offer.

Here is what the award winning, entertainment line-up have to say about Season 3 of the T1 Prima Truck Racing Championship

#### **Sunidhi Chauhan:**

*"Hello Delhi!! I'm super excited to perform at the T1 Prima Truck Racing Championship on 20th March!! The rush of energies and soaring vibe will add to the thrill of the awesome crowd. I can't wait to meet. See you all there!"*

#### **Badshah:**

*"There is nothing more adrenaline pumping than Racing Muscle Machines and the T1 Prima Truck Racing Championship is the perfect combination. My last song Dj Waley Babu has a truck as the biggest attraction!! I was present at the previous season and it was an experience I will never forget. Looking forward to being a part of this season too."*

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**Neeti Mohan:**

*"I am very excited to perform this year at the T1 Prima Truck Racing Championship. With all the racing and adrenaline, everyone's energies are going to be high and I'm expecting an amazing crowd."*

**Garima Yajnik:**

*"I had an absolute blast performing at T1 event last year. This event really has a perfect combination of competitive spirit, high adrenaline, and full-on entertainment. This year is hopefully going to be even bigger and better and I cannot wait! T1 will always be close to my heart."*

**Gaurav:**

*"I really enjoy motorsports and I am very excited to see these beasts live in action. Kudos to Tata Motors for organizing this. In addition to inviting these exceptional performers, Tata Motors has also partnered with some of the country's leading automotive brands to give you a bigger, better and faster Season 3"*

While Season 3 will witness Indian drivers competing in black PRIMA race trucks, which are identical to each other – in look and built, the six teams competing in the PRO CLASS of the T1 PRIMA TRUCK RACING CHAMPIONSHIP SEASON 3, will represent teams, who participated in the previous two seasons of the championship, with one new team. These are –

- 1) Team Castrol Vecton (Last years' champions)
- 2) Team Cummins
- 3) Team Tata Technologies Motorsports
- 4) Team Tata Motors Finance
- 5) Team Dealer Warriors
- 6) Team Dealer Daredevils

Tata Motors has also partnered with some of the country's leading automotive brands, for Season 3 of the T1 PRIMA Truck Racing Championship. These are –

**Tata Motors Limited**

- **WABCO** – Official Braking Technology Partner
- **JK Tyre** – Official Tyre Partner
- **Castrol** – Official Lubricant Partner
- **Cummins** – Official Engine Technology Partner
- **Tata Motors Finance** – Official Commercial Vehicle Financing Partner
- **Tata Technologies** – Official Technology Partner

### **About 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) with safety and performance standards being followed as per the guidelines of the BTRA (British Truck Racing Association), who also play in role in the selection of the best British and European Race Truck Drivers, that compete in the T1 Championship.

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.

### **THE T1 PRIMA 2016 RACE TRUCK**

The Tata Prima 4038.S will compete in the T1 Prima Truck Racing Championship 2016, with the massive power of 370 BHP @ 2100 RPM and a top speed of just over 130 Km/h. To make these Prima trucks fit for racing, key modifications were made to meet a mix of safety and performance needs as per guidelines from the BTRA. These included significant changes in fuel tank, brake cooling system, propeller shaft guards, racing seats and safety belts, exhaust, steering wheel among others. The trucks have gone through multiple quality checks and tested at Tata Motors Jamshedpur's world-class testing facility, for high speed run and control, with many key modifications made to meet a mix of safety and performance needs. For Season 3 of the T1 PRIMA Truck Racing Championship, Tata Motors has undertaken significant changes, for increased performance and safety. Following are some of the technical advancement made to the T1 2016 race truck –

- Reduced Centre of gravity by 100 mm, to improve dynamic stability at high speeds
- New lighter suspension system, to improve the ride and handling characteristics
- New improved shock absorbers, for stability during high speed corner turns
- Improved brake cooling system with jet nozzles
- New lightweight aluminium fuel tank & water tanks
- New tyres of 315/70 R 22.5 introduced in place of 315/80 R 22.5, from last season
- Front Flat wheel where mounting face offset is 127 in place of 175 from last season

### **About the TATA PRIMA Range**

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Being developed with Tata Motors subsidiary – Tata Daewoo Commercial Vehicles (TDCV), Tata Motors conceived the award winning Tata PRIMA range, setting new benchmarks in the performance and design of a next-generation commercial vehicle, based on superior technology, optimum power, fuel efficiency and safety. Built with technical inputs from across the world, the Tata PRIMA range is based on an Italian cab design, engine technology from the US and Europe, gearbox expertise from Germany, chassis frame know-how from Mexico, sheet metal dies from Japan and Korea, combining Swedish precision on a robotic weld line, hence is also referred to as the 'World truck' by Tata Motors. Equipped with strong aggregates and a robust chassis frame and suspension, the Tata PRIMA range meets the highest operating standards under extreme conditions, thanks to outstanding material and build quality, comfort, driving dynamics, offering customers with of lowest cost of operations.

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.

**About Tata Motors**

Tata Motors Limited is India'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 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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