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Tata Motors announces 17 potential Indian racers for the T1 Prima Truck Racing Championship 2016

Tata Motors to host Season 3 of the championship on March 20, at the Buddh International Circuit (BIC), Greater Noida

- **17 Indian racers will participate in LEVEL 4, of the first T1 Racer Program (TRP), of which 12 Indian drivers will be selected to compete on Race Day**
- **Participation of 12 International Race Truck drivers in Season 3, as in Season 1 & 2**
- **Season 3 to feature two race categories:**
- **SUPER CLASS** – Comprising of Indian race truck drivers
- **PRO CLASS** – Comprising of internationally acclaimed drivers
- **Introduces new spec'd RACE TRUCK for Season 3**

Tata Motors today shared details of 17 potential Indian truck drivers, who will compete against each other in the final round – Level 4, of the T1 Racer program (TRP), organised by Tata Motors, for the very first time. The final round of the TRP, will determine 12 Indian truck racing finalists who will compete against each other, in Season 3 of the T1 Prima Truck Racing Championship 2016, scheduled to be held the Buddh International Circuit (BIC), Greater Noida, on March 20, 2016.

Tata Motors also unveiled the new T1 2016 race truck, with a total 43 additional modifications, for a faster, more exciting Season 3.

Launched in 2014, the T1 Prima Truck Racing Championship was launched by Tata Motors to add an exciting new dimension of truck racing, to one of the largest trucking markets in the world. Over the last two years, the event showcased the best talent in International truck racing, as well as the latest advancements in trucking technologies by Tata Motors. While season 1 of the T1 PRIMA Truck Racing Championship witnessed over 25,000 spectators in its debut race, this was followed by over 50,000 cheering enthusiasts in Season 2, held in March 2015.

For season 3, Tata Motors kicked-off the T1 Racer Program. So far, 17 Indian truck drivers have been selected via the program, from a pool of over 550 driver entries, from Tata Motors customer base. These 17 drivers will further be narrowed down to 12, to compete against each other, at the internationally acclaimed Buddh International Circuit, Greater Noida.

Like in the earlier years, Season 3 of the championship will continue to host experienced international drivers representing six teams, featuring 12 Tata PRIMA race trucks, built for the purpose. On the race day, 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.

Tata Motors conceptualized and introduced a new Indian Race Truck Driver 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 future of T1. This was primarily because, driving a commercial vehicle was not necessarily a consideration for one's livelihood any more, given harsh working conditions, constant pressures to deliver on time, along a number of multiple employment options that have come up in the last couple of year. Also given that professional truck racing was a concept alien to India, there wasn't a readily available pool of Indian drivers that could compete on the race track. This led to the inception of the 'T1 Racer Program', a driver development initiative, aimed at creating 'PRIMA RACERS', out of ordinary truck drivers.

Commenting on the occasion, Mr. Ravi Pisharody, Executive Director, Commercial Vehicle Business Unit, Tata Motors, said, "Trucking is vitally important to the nation's economy and the T1 Racer Program has been designed to help put a name and face to the men, who deliver essential commodities across the country every day. Since inception in 2014, with the T1 Prima Truck Racing Championship, we had made a conscious decision to give Indian drivers an opportunity to be part of this prestigious event, and today, are in the process of selecting the final 12. We are proud to have collaborated with our customers for a shared vision in promoting the profession of truck driving and are excited and honored to have these individuals, as the newest members of the T1 PRIMA TRUCK RACING CHAMPIONSHIP."

Mr. R. Ramakrishnan, Senior Vice President, Product Strategy & Planning and Customer Value Creation, Commercial Vehicle Business Unit, Tata Motors, said, "In season 1 we created history, by hosting the very first truck race here in India. In season 2, we showcased race trucks that were 'Bigger, Better & Faster'. In season 3, Tata Motors is unfolding a new chapter in the history of Indian trucking, with a theme of 'India to the World' involving Indian talent, and is all set to create history yet again, in the one of the world largest commercial vehicle markets. With the T1 Racer Program having attracted over 550 nominations from our customers businesses, the ones shortlisted through the program today, are based on driving experience, average kilometers driven in a year, along with the experience of negotiating different terrains. 17 have passed the Level 3 of the Indian Truck Racer program. The final 12 will be decided after level 4. We wish them the very best."

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 –

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 changes 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

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.