

PRESENTATING THE GOLD STANDARD OF LCV PICK UP IN BS6

TATA 407 **GOLD** SFC- *The non Stop Profit Machine*

- Same Assurance of Reliability & Quality of BS4
- Better Drivability
- More Profitable

Top 6 Features

Carrying the DNA of
Market Proven
4SPCR Engine

H2LS Braking System
with Brake Boosters

Highest Payload in
the Pick up segment

Largest loading area
with Lowest loading
platform height

Best in class
drivability with
increased
gradeability of 38%

Standard Power
steering & Parabolic
Leaf Springs at Front



**SFC 407 Pick Up Range is now
407 **GOLD** in REFRESH LOOK**





TATA 407 GOLD– Power of 6 in BS6

TATA MOTORS
Connecting Aspirations

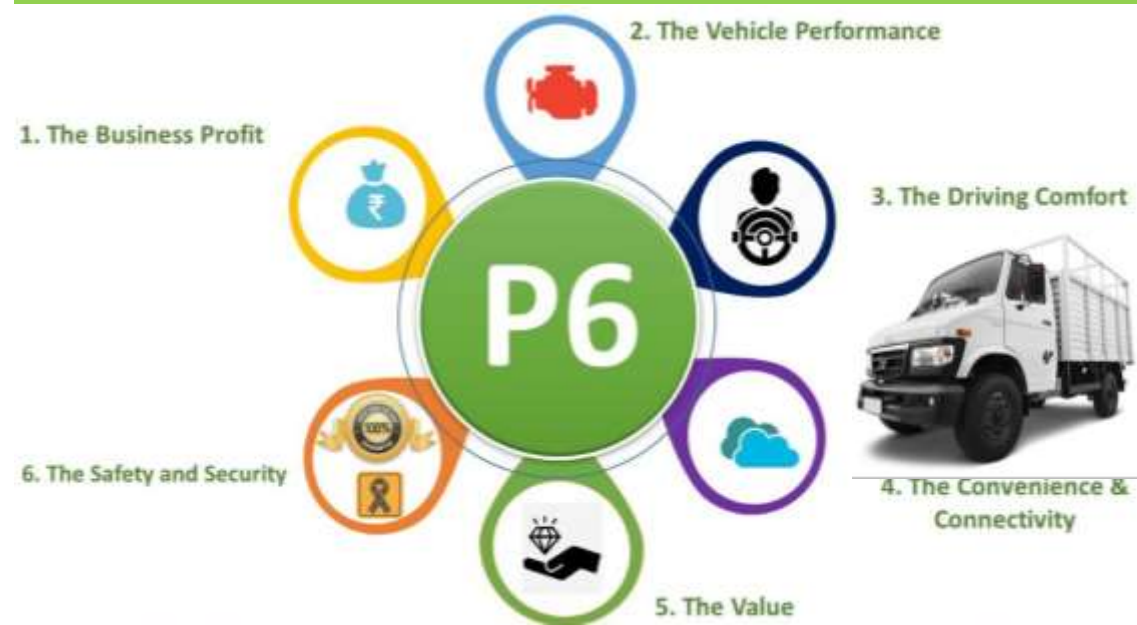


1. Power of Business Profit

- Better Deck lengths- 2 options of Internal 8.3 Ft & 10 Ft
- Improved TCO/Fuel Efficiency- 5% better Fuel Efficiency over BS4 and hence 3.3% improvement in TCO with only additional 3 trips
- Increased Service Interval
 - Service Intervals upgraded: 40,000 KMs for 4SPCR Engines
 - Hub greasing, coolant Service interval now at 1,20,000Kms
- Faster Turnaround means 1 – 2 More round Trips per month easily
 - power increased by 18%, max Torque increased by 20% , low end torque increased by 26%
 - better drivability with cabin feature improvements
- Optimised Payload
 - Better Payload than Regular Pickups: options in 2 GVW nodes of 4.4T & 4.9T

2. Power of Vehicle Performance

- Higher Power & Torque-
 - 4SPCR Engine: Max power improvement from 85 PS to 100 PS (18% more), Max Torque improvement from 250 Nm to 300 Nm (20% more)
 - Variable Geometry Turbocharger for better power management
- Improved Low End Torque-
 - Low End torque Increased to 290 Nm (26 % increase)
 - Engine response is now immediate in start stop conditions
- Better Drivability with flatter torque over wider rpm band
 - Improved Flat Torque Range leads to Better Mileage & lesser gear shifting and easy overtaking
- Gradeability increased to 38% with Best in class restart-ability
- Improved Braking Performance with H2LS Brakes with Brake Boosters
- Robust Performance:
 - Strongest chassis with HSS 800 Steel with high tensile strength, bolted design for increased modularity. Long member thickness is increased to 5mm from 4mm
 - Banjo Type Rear Axle - More Load carrying capacity, lesser prone to leakage.
 - Serrated Coupling flange at propeller shaft for better Reliability and Maintenance.





TATA 407 GOLD– Power of 6 in BS6

TATA MOTORS
Connecting Aspirations

3. Power of Driving Comfort

- New Seats with better design -Melba Fabric for Seats for better comfort in both summer and winter, Seat Adjustment in XZ Direction,
- Improved pedal positions & Effort
 - Improved Ergonomic pedal positions to reduce fatigue
 - Low Hysteresis clutch along with clutch booster to Lower Pedal Effort by 40%
- Improved Gear shift Ergonomics and Quality
 - Lower Gear Shift with optimized Gear Shift travel
 - Effort reduced by 30% over BS4
- Better Suspension- Front Parabolic suspension with rubber Bush
- Power Steering as standard- New Steering Wheel with Power Steering with reduced effort as a standard fitment
- Better overall Ergonomics -Lower NVH with improved engine mount Combined with Parabolic suspension



4. Power of Convenience & Connectivity

- Instrument Cluster- New Multi-Function Ergonomic Instrument Cluster with inbuilt Gear Shift Advisor (GSA), Tell Tale Symbol
- Connectivity enabled Truck as standard
 - new improved telematics system (Fleet Managers Mobile App, Fleet Owner App, Driver App)
- Gradeability increased to 38% with Best in class restart-ability
- Infotainment- High Quality Music System with Blaupunkt Speakers and High Speed USB Mobile Charger
- Illuminated Facia Switches for ease of detection:
 - Illuminated key hole helpful for night operations
 - Illuminated dashboards help to alert and draw attention
- Reverse Parking assistance- helps the driver sense when objects are in the vehicle's "blind spot"
- Best in class Cabin Storage- More space inside the cabin





TATA 407 GOLD– Power of 6 in BS6



5. Power of Value

- Superior Service Network- 1 Service Station for every 50 Kms, 24 hours Support, 1500 Channel Partners, 29 State Service office, 250+ On Site Engineers, 262 Mobile Workshops, 531 Container Workshops
- 3x3 warranty (3 Years 300000Km) – 3 Saal, Aapka Khayal
- Diagnostics to ensure higher uptime- On Board Diagnostic system helps provide proactive system alerts
- TATA Motors Genuine Oil- Lowest MRP Oil available in the market to reduce customers operating cost
- Reliable Proven Engines -The DNA of BS4 Engine is carried to the BS6 Engine so that the same reliability and Mileage Superiority is achieved
- Higher Resale Value for TML Trucks-1.5 lakh BS4 ILCV vehicles on road- will definitely increase resale in coming years, Better Aggregates make longer life of parts, Tata OK and Tata Prolife support

6. Power of Safety & Security

- Safest Cabin & vehicle with Robust Frame & Aggregates-
 - SAFETY ENHANCED ALL Steel Cabins with more solid built quality, Banjo Type Rear Axle for better Load carrying capacity, Serrated Coupling flange propeller shaft for better Reliability and Maintenance
 - Strongest chassis with HSS 800 steel
- Best in Class Braking Performance with H2LS Brakes
- Power Steering & Reverse Parking as a standard fitment
- Tata Samrath-
 - Swasthya (Wellness program),
 - Sampatti (Finance program)
 - Siksha (Education program)
 - Surakshit (driver on wheel insurance)
- Tata Sampurna Seva 2.0-

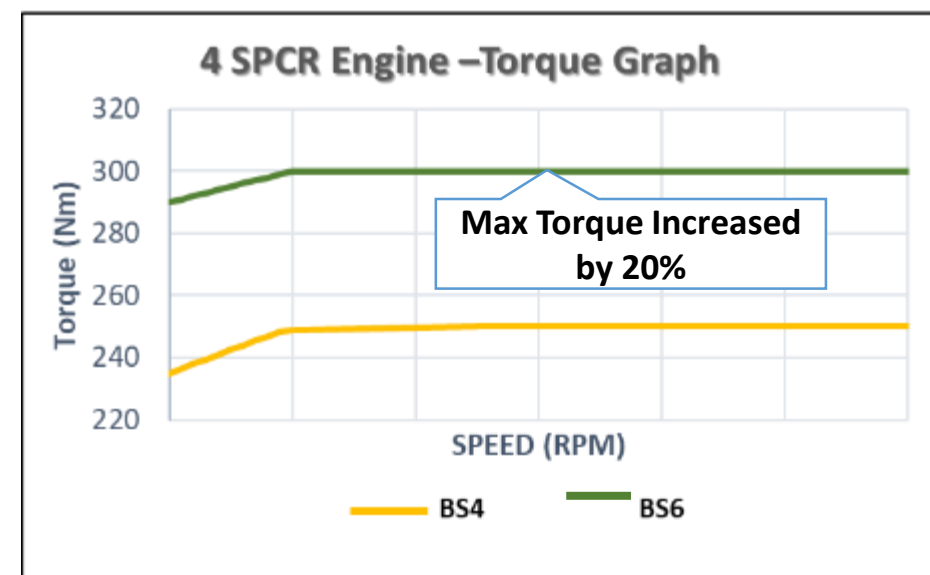
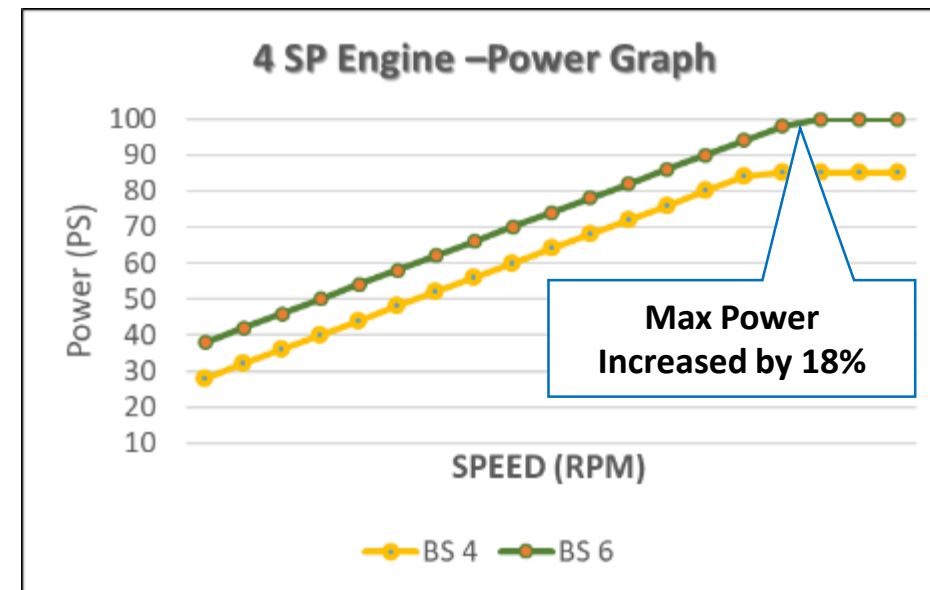


Tata Alert	Tata Motors Insurance
Tata Delight	Tata Prolife
TATA Kavach	Tata Genuine Parts
Tata Zippy	Tata OK
TATA Suraksha	Tata Connectivity

The 4 SP BS-6 Engine

Engine Comparisons: 4SP BS-4 v/s 4SP BS-6

Parameter	4SP BS-4	4SP BS-6	Advantage
Bore x Stroke (mm)	97 x 100	97 x 100	Square Pattern – More efficient Engine with higher output and better Mileage
Max Power	85 PS @ 2800 rpm	100 PS @ 2800 rpm	Max Power increased by 18% Better Turnaround
Max Torque	250 Nm @ 1400 – 2400 rpm	300 Nm @ 1200 – 2200 rpm	Max Torque Increased by 20% More Pulling Power
Low End Torque	235 Nm @ 1000 rpm	290 Nm @ 1000 rpm	Low End torque Increased by 26% Better Pick up at signals, gradients



Optimal Power and Torque leading to better drivability and load carrying capacity

Longer flat torque leads to better restart ability, Gradeability and Fuel economy

5% better fuel economy over BS4

Enhanced service interval (20000 KM to 40000 KM)



The 4 SP BS-6 Engine



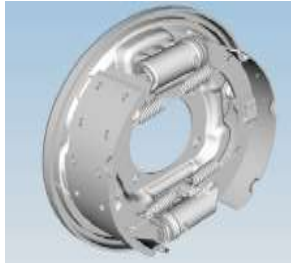
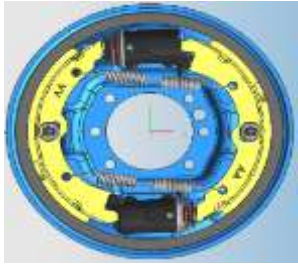
Only Engine in India that has seen the evolution of CV Industry growing through various phases of Emission Regulations and successfully Migrating to each phase

- Makes it highly adaptable to any environment
- Easy Spares availability
- Easy on Maintenance
- Makes it Most Fuel Efficient



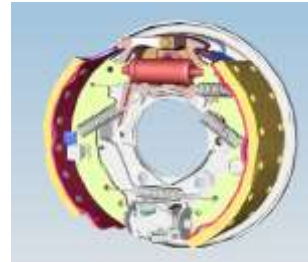
Improved Product Package

H2LS , Hydraulic 2 Leading shoes



Both brake shoes are Leading always (two double acting wheel cylinders). Separate Transmission parking brake arrangement.

Duo Servo brake



Primary and secondary shoes with single cylinder and duo servo arrangement. Parking brake arrangement at rear brakes.

BS4



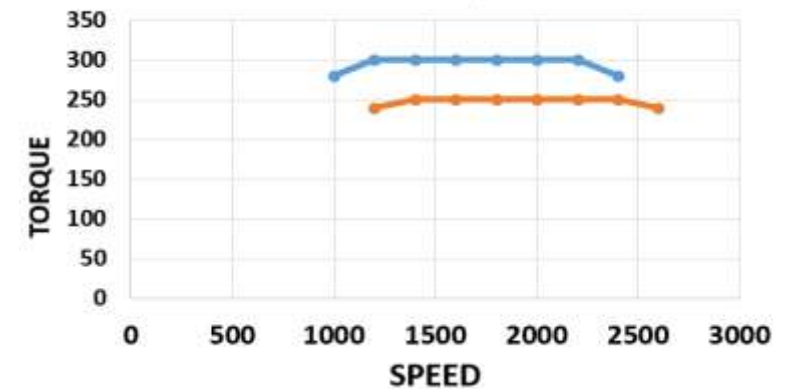
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BS6

The DNA of BS4 Engine is carried to the BS6 Engine so that the same reliability and Mileage Superiority is achieved

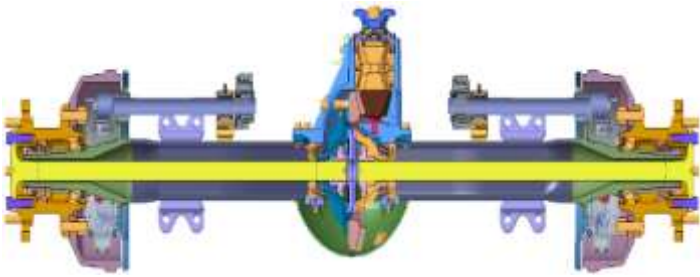
SPEED Vs TORQUE



Improved Drivability because of improved Low end torque and Flat Torque Range-Better Mileage

1	Brake Sensitivity is better compared to Duo- Servo brake; resulting in reduction in brake torque variation, hence improving upon issues of vehicle pulling & stability.
2	Brake pedal has Progressive feel.
3	Better life of adjuster than in the current arrangement due to better Adjustment mechanism in H2LS brakes (as it is integrated inside the Wheel cylinder).
4	Brake adjustment procedure is easier than existing arrangement.

Improved Product Package



Banjo Type Rear Axle
More Load carrying capacity, lesser prone to leakage



Long member thickness is increased to 5mm as standard from 4mm
Single piece frame for Engine mountings updated inline with BS 6 engines



Light Weight Loadbody with increased strength



Gradeability Improvement (~38%)



SAFETY ENHANCED with more solid built quality on SFC Cabin



Serrated Coupling flange propeller shaft for better Reliability, Maintenance & to increase Power Transmission



Urea Tank- 18 Lt



Transmission / Steering oil change / Hub Greasing interval is improved from 80k kms to 120000 kms

Improved Drivers' Package



Brakes
H2LS Brakes Across the Hydraulic Brake Range with Brake Boosters



Lower Pedal Effort on Clutch
Low Hysteresis clutch along with high size clutch booster
Reduced effort by 40% over BS4



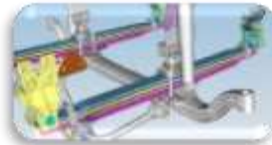
Lower Gear Shift Effort with optimized Gear Shift travel
Effort reduced by 30% over BS4



Power Steering with reduced effort
New Steering Wheel and combination Switch



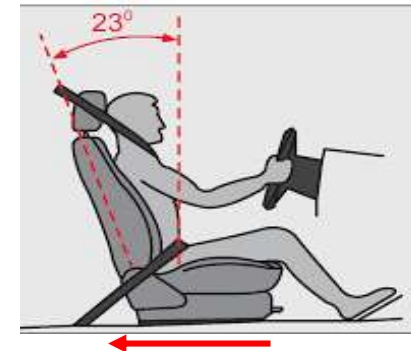
ABC Pedals
Improved Ergonomic pedal positions to reduce fatigue



Lower NVH with improved engine mount and Parabolic suspension with rubber Bush



Seat Fabric
Melba Fabric for Seats for better comfort both in summer and winter



Seat Adjustment
Seat Adjustment in XZ Direction



Improved New Combination switch
with better reliability

Improved Connectivity



Internal Connectivity – High Quality Music System with Blaupunkt Speakers and High Speed USB Mobile Charger



New Multi-Function Ergonomic Instrument Cluster



External Connectivity – to Drivers and Fleet App

Parameter	Tell Tale Symbol	Colour
Urea low level indicator		Amber
SCR system Fault		Amber
DPF regeneration Req		Amber

Tell Tale Symbol on instrument cluster



Gear Shift Advisor in Instrument Cluster

Features of Instrument Cluster








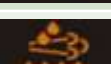









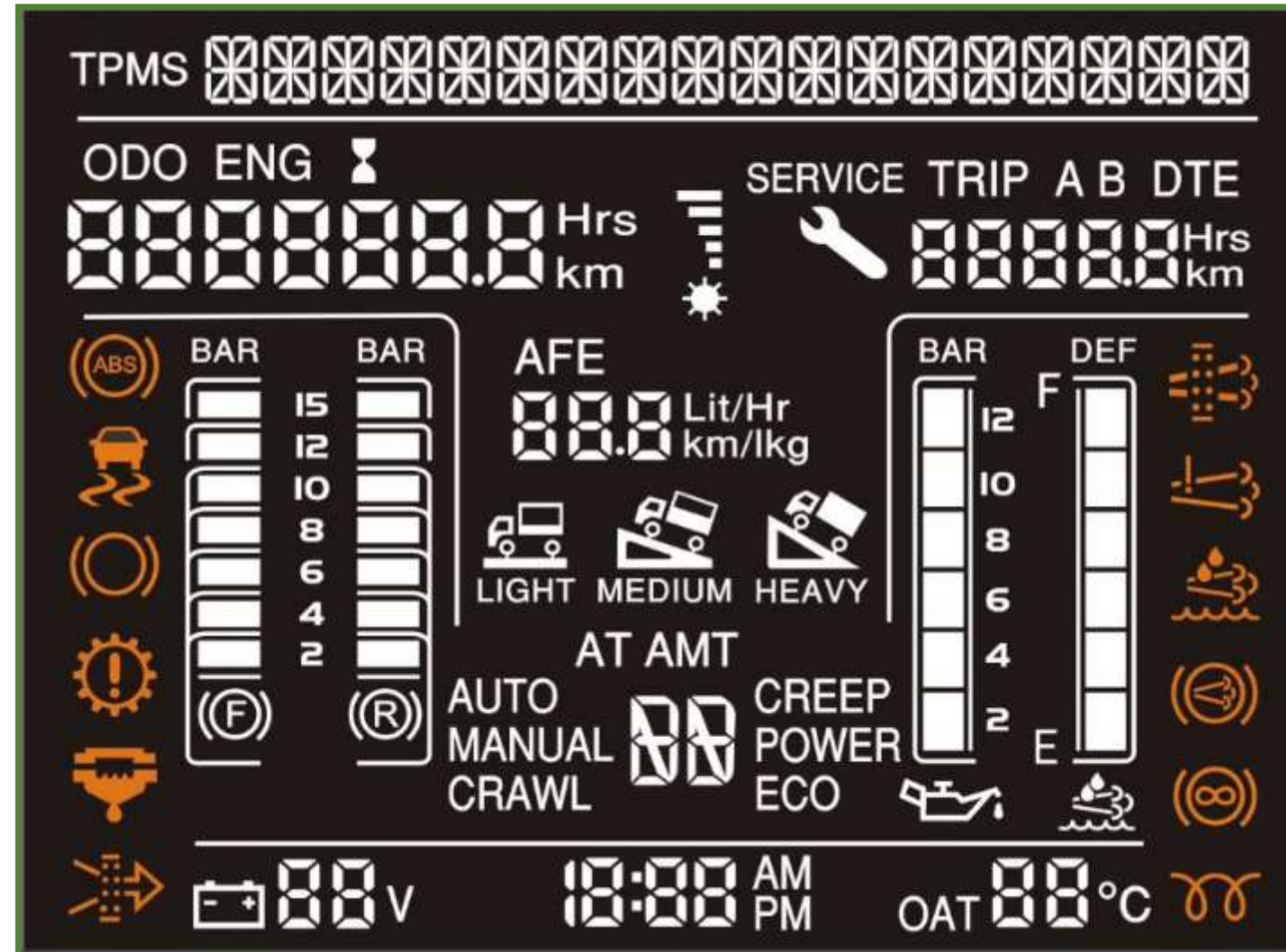
Tell-Tale	Description
	Turn Left
	Neutral
	Front & Rear Fog Lamp
	Low oil Pressure
	Stop Engine (Critical to Engine)
	MIL (Malfunction Indication lamp) (Emission)
	Tilt Cab lock- Not activated for ILCV
	Battery Charging
	Check Engine Lamp

Most Critical

Tell-Tale	Description
	Turn Right
	Check Engine
	HEST (High Engine Exhaust Temp)
	Gear Up Shift
	Gear Down Shift
	Parking Brake
	Seat Belt
	High Beam
	Power take off

Features of Instrument Cluster

Tell-Tale	Description
	ABS Malfunction
	Water in fuel
	Air Filter Clogged
	DPF Regeneration Required 
	SCR System Fault 
	Low DEF Level Indicator 
	Exhaust Brake
	Check Transmission *
	ESC (Electronic Stability Control)*
	Brake Pad Indicator *
	Retarder *
	Glow Plug *



 : Most Critical

Note : * Not activated for ILCV

Regeneration / other switches Position on Dashboard



New DASHBOARD CONSOLE with

- MUSIC SYSTEM with high quality Blaupunkt Speakers
- High Speed USB CHARGER
- Manual Regeneration Switch
- Driving Modes Switch (Only for Ultra 3.3 (155 PS))

Manual Regeneration On & OFF Switch

TATA 407 GOLD SFC- Improved Product Package

TATA MOTORS
Connecting Aspirations

BS4

4SP-85PS
250NM
@1400

G380
5-Speed
Gear Box

Bolted
Plain
Coupling
Flange

Banjo/Sali
sbury Type
Rear Axle

Hydraulic
Brakes

Exact
Internal
8.5Ft & 10Ft
was not
available

Driver
Package

BS6

4SP-100PS
300NM
@1200
LET 290

G400
5-Speed NG
Gear Box

Serrated
and Bolted
Coupling
Flange

Banjo Type
Rear Axle

H2LS
Hydraulic
Brakes

NG internal
8.5 Ft &
10 Ft Load
Body

Improved
Driver
Package

Gear Shift
Advisor

Connectivity –
Standard
telematics Fitted

VECU –
Vehicle
Controller

Cab
Chassis
with PTOP
– Standard

Service
Interval –
40000 Km
multiples

Remote
Diagnostic

- Better TCO, Drivability, Comfort-Convenience, Durability & Connectivity

TATA 407 GOLD SFC- Specs

TATA MOTORS
Connecting Aspirations



Maintenance Activity

Engine

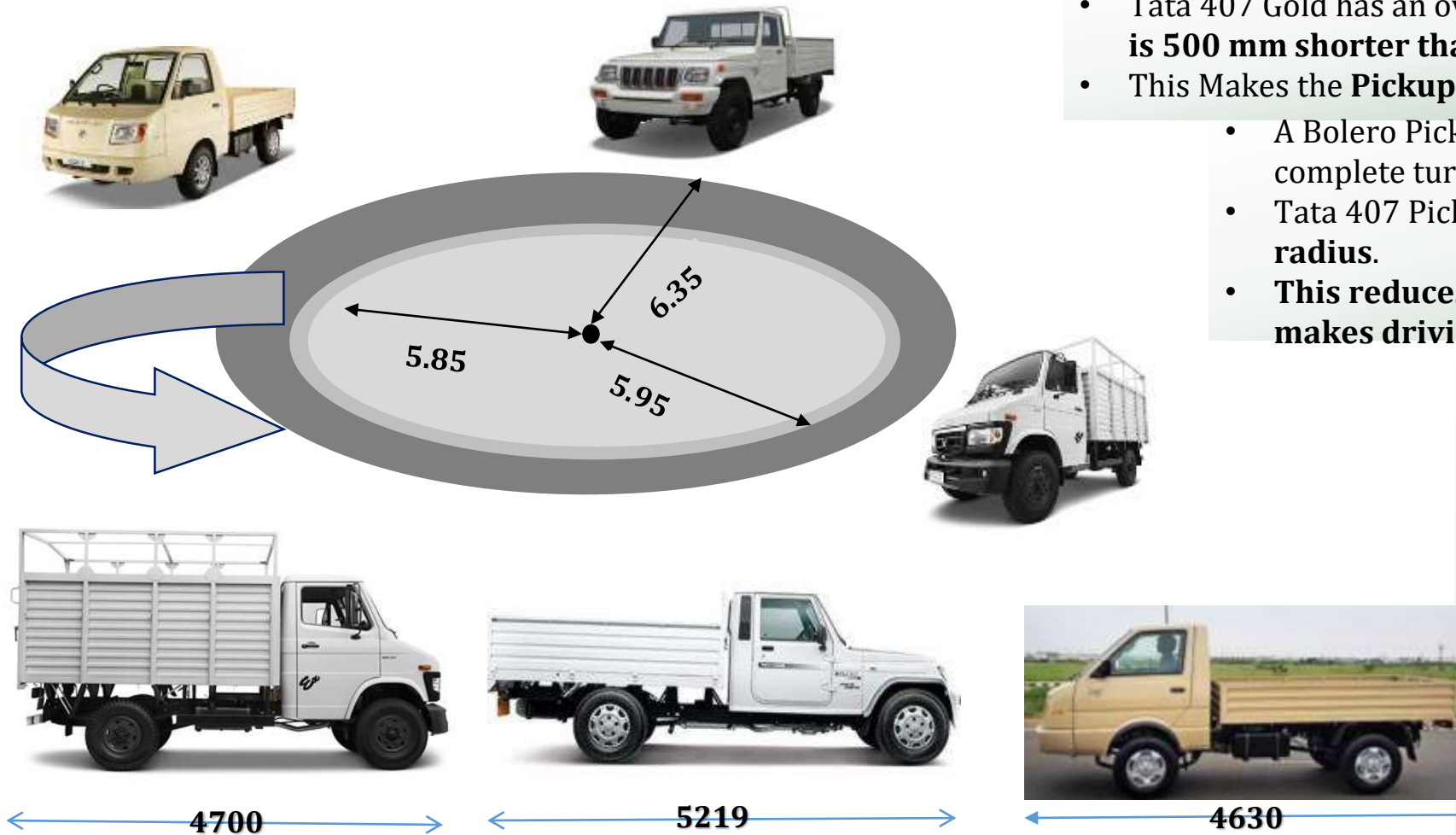
4SPCR BS6

Engine oil	Service Interval (Km)	40,000
T/M oil		120,000
Differential oil		120,000
Power steering oil		120,000
Coolant		240,000
Clutch oil		120,000
Hub grease Front		120,000
Hub grease Rear		120,000

TECHNICAL SPECIFICATIONS	407 GOLD SFC		
	2955 WB		
Engine Type	4SPCR BS6		
Displacement/ Cubic capacity	2956cc		
Maximum Power Output(in kW)	73.5 kW (99.93 PS)@2800 r/min		
Maximum Torque (in Nm)	300 Nm @ 1200 -2200 RPM		
Clutch	Single plate dry friction type- 280 mm dia		
Transmission	G400, 5 Speed, Manual Synchromesh Gearbox (5F, 1R)		
Fuel Injection system	M/s Delphi		
Fuel tank capacity (in litres)	60L		
Battery	12V, 75 Ah capacity		
Alternator	75 Amps		
Max. Gradeability (1st Gear)	38%		
Steering System	Power Steering		
Frame	Ladder type frame with riveted/bolted cross members.		
Service Brake	Vaccum assisted; Hydraulic two leading slide shoe; Auto Slack Adjuster		
Front Suspension	Parabolic spring with rubber bush, Hydraulic Double acting Shock Absorbers		
Rear Suspension	Semi elliptical leaf spring, Hydraulic Double acting Shock Absorbers		
Tyres	Front 2,Rear 2 , Spare 1--- 7.00 R 16LT, 12PR		
WEIGHT	CBC	FSD	HDLB
Gross vehicle weight (in kg)	4450	4450	4450
OVERALL DIMENSIONS			
Wheel base (in mm)	2955	2955	2955
Overall Length (in mm)	4850	4850	4850
Overall Height (in mm)	2260	2260	2770
Overall Width (in mm)	1905	2100	2100
LOAD BODY DIMENSIONS			
Load body Length (in mm)	NA	2532 (8.30 Ft)	2532 (8.30 Ft)
Load body Width (in mm)	NA	2000 (6.56 Ft)	2000 (6.56 Ft)
Minimum Turning Dia (in meters)	11.9		
Minimum Ground Clearance (in mm)	209	209	209

Advantages of 407 GOLD over Regular Pick Ups

407 GOLD SFC 29WB's overall length is lesser, but provide better payload Carrying Capacity



- Tata 407 Gold has an overall length of **4700 mm**, which is **500 mm shorter than Bolero Pickup**.
- This Makes the **Pickup Compact**.
 - A Bolero Pickup **needs a 6.35 meter** radius to make a complete turn.
 - Tata 407 Pickup can negotiate a turn at **5.59 meter radius**.
 - **This reduces traffic congestion in narrow lanes and makes driving easier.**
- India's shortest Pickup- 407 GOLD has the **Largest Load Body**
- It has a **1 Ton payload advantage** over Bolero Pickup
- This ensures that 407 Tata Pickup is **never overloaded, is always safe and stable**
- It has a **loading height of 885 mm** as compared to **990 mm of Bolero PU**
- This facilitates **easy loading and unloading**

LARGEST loading area against Regular Pick Ups

407 GOLD



Area :4.75 Sq.m

BOLERO PICKUP



Area: 4.25 Sq.m

No High Deck Load Body

DOST+



Area :4.28 Sq.m

No High Deck Load Body

All Applications single solution



Fruits and Veg



FMCG



E Commerce and parcel



Cold Drinks and
Water bottle



Reefers and
Containers



LPG Cylinder



Milk Containers



Poultry



Textile



Packers and Movers



Dairy Products



Water Tanker



Tent House



Towing Truck



White Goods

407 GOLD : Bigger Space for better profits

How 407 GOLD's Bigger Loading Area is useful against Bolero Pick Up's



One extra row of LPG = $\text{Rs.}750 \times 10 = \text{Rs.} 7500$ advantage



Additional 20 crates $\times \text{Rs.}400 = \text{Rs.} 8000$



Additional 8 Crates $\times \text{Rs.} 900 = \text{Rs.}7200/-$



One extra row of Chicken = $6 \text{ Cages} \times \text{Rs.}1000 = \text{Rs.}6000/-$



One extra row of Milk Containers and Milk Crates = $\text{Rs.} 40 \times 40 \text{ Lts} \times 3 \text{ containers} = \text{Rs.} 4800/-$



Extra Space for grain Bags = $\text{Rs.} 500 \times 8 \text{ Bags} = \text{Rs.}4000/-$

	Just 3 Extra trips will ensure better than BS4 TCO				TATA MOTORS
Parameter	SFC 407 PU CLB/ BS4	407 GOLD SFC 29 FSD/ BS6	407 GOLD SFC 29 FSD/ BS6	407 GOLD SFC 29 FSD/ BS6	407 GOLD SFC 29 FSD/ BS6
Application	Market Load	Market Load	Fruits and Veg	White Goods/ FMCG	E Commerce
Truck Ownership Cost as % of total spend.					
No of Trips per Month	22	25	25	25	25
KMs Per Trip	100	100	100	100	120
No of Years in operation	4	4	4	4	4
Kms in 4 Years	105600	120000	120000	120000	144000
Finance					
Cost of Asset (MOP)	860280	1010280	1010280	1010280	1010280
Finance 7%	240878	282878	282878	282878	282878
Insurance	86028	101028	101028	101028	101028
Total Finance	1187186	1394186	1394186	1394186	1394186
Financing Cost Per Km	11.24	11.62	11.62	11.62	9.68
Fuel Efficiency	10.00	10.50	10.50	10.50	10.75
Fuel Consumed in (Lts)	10560.00	11428.57	11428.57	11428.57	13395.35
Fuel Cost / KM	7.00	6.67	6.67	6.67	6.51
Payload	2.3	2.3	2.3	2.3	2.3
Maintenance Cost	0.4	0.4	0.4	0.4	0.4
Driver Cost for 4 Years	720000	720000	720000	720000	480000
Driver Cost /KM	6.82	6.00	6.00	6.00	3.33
Admin Costs	96000	96000	96000	96000	96000
Admin Costs /KM	0.91	0.80	0.80	0.80	0.67
Toll Cost /Km	1.50	1.50	1.50	1.50	1.50
Residual Value	430140	505140	505140	505140	505140
Residual Value / Km	4.1	4.2	4.2	4.2	3.5
Tyres Cost- Front	17000	17000	17000	17000	17000
Front Tyres Kms	70000	70000	70000	70000	70000
No of times replaced	1.5	1.7	1.7	1.7	2.1
Total Cost over Kms	25646	29143	29143	29143	34971
Front Tyres / KM	0.24	0.24	0.24	0.24	0.24
Rear Tyres Kms	65000	65000	65000	65000	65000
Tyres Cost- Rear	17000	17000	17000	17000	17000
No of times replaced	1.62	1.85	1.85	1.85	2.22
Cost	27618	31385	31385	31385	37662
Rear Tyres / KM	0.26	0.26	0.26	0.26	0.26
Total Tyre Cost	0.50	0.50	0.50	0.50	0.50
Total Cost Per Km	24.3	23.3	23.3	23.3	19.1
Cost per ton KM (without DEF)	10.6	10.1	10.1	10.1	8.3
DEF Consumption (4% of Diesel) per KM	0.00	0.10	0.10	0.10	0.10
TOTAL Cost per Ton Km (with DEF)	10.57	10.22	10.22	10.22	8.40

VALUE ADDED SERVICES



Email: amccustomer@tataomotors.com
Experts take care of your vehicle.
Year after year

- Hassle-free maintenance
- Coverage or parts/aggregates Failure risk
- Cashless transaction
- EMI facility
- Widest support network
- Genuine spares and high quality service



The telematics service you can trust

- Helping you manage your transport business better by offering
- Enhanced productivity
- Enhanced economy
- Enhanced safety and security



- **Benefit for customer:**
Assured repair within 15 days. If not, redeemable TCP coupons per day of delay would be payable
- **Eligibility:**
Vehicles insured by Tata Motors Insurance
- **Scope:**
Services offered by only select and certified channel partners except North East region and J&K



- Delivery in 24 hours
- All National and State highways
- More vehicle models



- Best in quality
- Wide range of products
- Reduces operating cost
- Unmatched warranty
- Reliable and higher life



- Strict quality control
- Available everywhere
- Higher savings
- Increased vehicle life
- Higher vehicle resale value



Enroll today
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visit us at: www.tatadelight.com

TATA MOTORS LOYALTY PROGRAM BENEFITS

- Earn Tata Points against your spends at Tata Motors
- Vehicle-linked unnamed driver's accidental death cum hospitalization cover
- Bonus of 250 Tata Points on new vehicle registration
- Scholarship for your children
- Chance to win Tata Nano every quarter



- **Benefit for customer:**
100% commitment for repair of new vehicles within 48 hours. If not, redeemable TGP coupons per day of delay would be payable
- **Eligibility:**
Repair of vehicles within 12 months from date of sale or 14 months from date of production
- **Scope:**
Pan-India service except North East region and J&K



Write to us: tatback@tataomotors.com
SMS 5616161

- Great deals on used Tata vehicles
- Single window service to get better value for used vehicles

For more information, contact: Tata Motors Limited, 4th Floor, CVBU, Ahura Centre, Mahakali Caves Road, Shanti Nagar, Andheri (E), Mumbai - 400093. Call: 1800 209 7979 (Toll free). Visit: www.tatamotors.com

Thank you

