

## **Tata Motors kicks-off T1 Racer Program (TRP) 2.0**

### ***Receives over 1000 applications for the Season IV of the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2017***

**Mumbai, January 24, 2017:** In line with the company's strategic objective of making the profession of truck driving aspirational, Tata Motors today announced the second edition of its the truck driver race selection and training program [TRP 2.0]. Acting as a catalyst to induct drivers into the commercial vehicle profession, the T1 Racer Program will present shortlisted Indian truck drivers, with an opportunity to compete in Season IV of the T1 Truck Racing Championship at India's globally renowned F1 race track – The Buddh International Circuit (BIC), Greater Noida.

After as stellar performances by Jagat Singh and Nagarjuna amongst others, is a testimony to the success of the Truck Racer Program, organised for the first time during the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2016. Having being trained for over three months by some of the best race instructors in India roped in by MOMA (MOMA Motorsport Management), the 'Heroes of the Highways' took home the highest prize money ever won in an Indian motorsports event, held in 2016. A sum of rupees 10 lakhs each was awarded to winners who stood first in the two SUPER CLASS races. TRP 2.0 has attracted over 1000 applications for Season IV of the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2017.

**Speaking on the occasion, R.T. WASAN, Vice President (Commercial), Commercial Vehicles, Tata Motors, said,** *"As a leader in the Indian commercial vehicle space, Tata Motors has always been at the forefront in introducing first-of-its-kind innovative initiatives and with the truck racing, we conceptualized the T1 Racer Program, held last year for Indian truck drivers, for the very first time. Designed with the idea of making the profession of trucking and truck driving aspirational, TRP will act as a catalyst to induct Indian drivers into the fast growing T1 family and TRP 2.0 has over two times the number of truck drivers participating for a race seat, over the last year. With an overwhelming response and a more robust training program, over last year, we are confident that the program will equip shortlisted drivers to excel at Season IV of the T1 PRIMA TRUCK RACING CHAMPIONSHIP 2017. Our customers have played a critical role in making TRP a success. We take this opportunity to thank them for their collaborative efforts and look forward to taking TRP to greater heights in the coming years."*

### **Training Structure Design**

The TRP training structure was designed uniquely, since race craft training is to be imparted to truck drivers, who had no previous exposure to track driving. Of these, there may be many, who have never driven a PRIMA and had little or no formal education. Hence, the course material has been designed to make it driver-friendly, so it could be grasped by the drivers, and that too, in limited time. MOMA designed a training program consisting of four Levels of training & elimination.

- Level 1 - To impart elementary race theory & track driving lessons
- Level 2 - Include a more intensive Prima-driving session
- Level 3 - Involve rigorous physical and mental training sessions
- Level 4 - Enable transition of a "road-driver" to a "Prima-Racer"

### **Professional Partners**

Tata Motors is being partnered by some of the leading names in motor sports, all of whom are recognized

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for their knowledge and expertise in this field.

**Vicky Chandhok, Consultant:** Vicky Chandhok has been part of the T1 Truck Racing project from the start and has been helping Tata Motors in its endeavour to bring Truck Racing to India. He has helped Tata Motors, coordinate with multiple agencies to take the project to execution stage.

**Steve Horne, Organizer, BTRA (British Truck Racing Association):** 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.

Tata Motors, the country's largest commercial vehicles manufacturer brought the popular motorsport of truck racing to India in 2014. The T1 PRIMA TRUCK RACING CHAMPIONSHIP added an exciting dimension of truck racing to one of the biggest trucking markets in the world, India. Over the last 3 years, this event has showcased the best talent in truck racing as well as the latest advancements in trucking technology.

#### **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 a 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.

#### **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 the 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

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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.

- Ends -

**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.

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