

DIMO Introduces The ‘Titan That Carries The World’ – TATA PRIMA To Sri Lanka



DIMO together with TATA Motors recently unveiled the all new TATA PRIMA to Sri Lanka. The PRIMA was launched amidst a distinguished gathering of invitees, which included representatives from TATA Motor India, DIMO and key fleet owners. More than 350 invitees witnessed the launch of the TATA PRIMA.

R T Wasan, Head of International Business – Commercial Vehicle Business unit, Rudrarup Maitra, Regional Head – SAARC and Far East, Gupta Avinsah, Head – Customer Support, Rajeev Jaiswal, Area Manager, Arup Baruah, Country Manager and Rajib Ghosh, Regional Head – Customer Care represented TATA Motors at the launch. Ranjith Pandithage, Chairman/MD, Ajit Algama, Director, Gladwin Peries, Director, Suresh Gooneratne, Director, Vijitha Bandara, GM – TATA, Mahesh Karunaratne, GM – TATA Commercial Service and Dihan Eriyagama, GM – TATA Commercial Parts were some of the senior management who represented DIMO at the launch.

The new PRIMA range offers tractor-trailers and tippers and combines some of the most advanced technologies used in commercial vehicle manufacturing from around the world. Tata Motors has relied on know-how and technical expertise from across the world to develop the PRIMA range. It’s an amalgamation of Italian cab design, engine technology from the USA and Europe, gearbox expertise from Germany, chassis frame from Mexico, sheet metal dies from Japan and Korea and it is combined with Swedish precision on a robotic weld line. And binding it all together are engineers of Tata-Daewoo Commercial Vehicles Company South Korea.

PRIMA lowers the cost of transportation of large haulage over long distances. It comes with a two year warranty, unlimited mileage, backed by renowned after sales care from DIMO. Availability of genuine parts, presence of Island-wide branches and service facilities, and 24 hours roadside assistance ensure that the PRIMA is always in safe hands and will encounter minimum down time.

PRIMA tractor-trailers are equipped with a powerful 267 HP Cummins ISBe engine. More power translates to better pickup and better running speeds on roads. Bigger and standard radial tyres ensure that tyre heating is never a reason for the driver to break his trip early. The aerodynamic design also helps the vehicle stay stable at high speeds by reducing the air resistance. The use of robust and heavy aggregates (Cummins engine, ZF gearbox, hub reduction rear axles) in the driveline ensures that the lifetime of the major components is high and wear and tear is less.

Electronic sensors on the engine help in countering faulty driving practices. This reduces the wear and tear, thereby increasing the life of the aggregate. Indicators on the dashboard of the vehicle ensure that the driver is provided separate warnings in any of the following circumstances – tractor or trailer ABS malfunction, low air pressure in parking/front or rear air tanks, engine brake operation, opening of driver or co-driver doors, unbuckling of seat belts, Cab in tilt/Cab not locked, engagement of parking brake, use of main beam, front or rear fog lamps, engagement of differential locks and use of high gear range.

PRIMA comes with a number of features designed to optimise fuel consumption and boost its efficiency. The engine speed at all times is controlled by sensors,s which detect the load on the engine to restrict the engine to the optimal performance band. User can decide the idling time interval after which the PRIMA shuts down and saves on fuel consumption. Sensors automatically detect when the vehicle is coasting and restrict the supply of fuel to the engine. The economy mode of driving is defined using an easy to use coloured band system on the instrument cluster.

Driving on the green band optimises fuel consumption.

World-class cabin for superior driver comfort assures safety for both driver and vehicle. PRIMA range of tractors come with a noise-controlled, air conditioned cabin. Larger tyres, 4 point cabin mounting, fully suspended pneumatic seats and a shock resistant steering wheel ensure that vibration within the cabin is kept at a minimum.

Information pertaining to the PRIMA range can be obtained from any DIMO branch Island-wide.

