

DIMO Launches E-XETA In Sri Lanka



Tata Motors together with Diesel and Motor Engineering (DIMO) presented the stylish e-XETA at an impressive gathering held at the TATA Colombo Showroom.

The e-XETA will further consolidate the Tata offerings in Sri Lanka. It is a new way to look at style, comfort, larger space and performance. The e-XETA is equipped with a 1.2 litre MPFI engine, with a power output of 65 PS @ 5000 rpm and 100 Nm torque @ 2700 rpm. It delivers high fuel efficiency. The GLX variant offers a host of convenient and style features such as heating, ventilation and air conditioning, power steering, power windows, body coloured bumpers and ORVMs, front and rear fog lamps and two tone alloy wheels. The beige interiors with their elegant and simple lines enhance the beauty of the car. Furthermore, the e-XETA has Keyless entry with a Music System with CD, MP3, USB and Bluetooth Connectivity. e-XETA is being offered a 2year/75000Km warranty and will be available from the DIMO Showrooms.

Pranaw Kumar, Area Manager, Sri Lanka—Tata Motors said, “Sri Lanka has traditionally been an important market for Tata Motors. We are confident that the passenger vehicle range will continue to be seen as a range that offers superior value to customers in Sri Lanka. We aim that the e-XETA will help us to achieve a significant share of the new car market in Sri Lanka.”

Tata Motors being the market leader in commercial vehicles in Sri Lanka, has thus far exported over 70,000 commercial and passenger vehicles to the country. Part of

this success has been due to the DIMO's sales and after-sales facilities available island-wide, 24-Hour road side assistance for TATA vehicles and superior product performance. TATA vehicles provide convenience, ease of mind and better profitability due to low operational cost and down time.

