

New Range Of TATA Small Commercial Vehicles From DIMO



Diesel and Motor Engineering (DIMO) together with TATA Motors India introduced the latest range of TATA Small Commercial Vehicles (SCV) to the Sri Lankan market. The SCV range comprises of the DIMO Batti (promoted in India as Tata Ace Zip), TATA Super Ace (earlier known as DIMO Lokka) and DIMO 207 DI Bullet.

Several dignitaries from TATA Motors India and DIMO participated at an event held to introduce these vehicles to the market. R T Wasan, Head - International Business - Commercial Vehicles TATA Motors and Rudrarup Maitra, Regional Head - South Asia and Far East - TATA Motors were the guests of honour at the event while DIMO was represented by Ranjith Pandithage, Chairman - DIMO, Gahanath Pandithage, CEO - DIMO, Vijitha Bandara, General Manager - TATA Commercial Vehicles and Arup Baruah, Country Manager for Sri Lanka - TATA Motors. The audience comprised of senior managers and executives of all leasing companies in Sri Lanka - since they are the ones endowed with the responsibility to make the purchase a reality by helping the customer financially.

The DIMO Batti (TATA ACE ZIP) caters to the demand that exists in the micro truck category to transport lesser loads cost effectively. DIMO Batti is powered by a 611 cc, single cylinder water cooled diesel engine and can carry a payload of up to 600 Kg. The outstanding fuel efficiency of 27 kmpl (under test conditions) contributes to the lowest operational cost per km for any four wheel vehicle - which is the distinct advantage of DIMO Batti. DIMO Batti is currently sold at Rs 695,000, which is inclusive of VAT.

TATA Super Ace is the high-end luxury mini truck from TATA Motors. A combination of new age design and cutting edge technology allows the Super Ace to be the leader in its segment in terms of features, driver comfort, fuel efficiency, easy maneuverability and payload. The TATA Super Ace is powered by a 1405 cc Turbo Charged Intercooled diesel engine delivers a power of 70 PS and a top speed of 125 kmph. It has a loading capacity of one ton with a bigger deck. Features such as A/C, power steering and power shutters ensure high level of comfort for the driver and the occupants. TATA Super Ace is currently sold at Rs 1,495,000, which is inclusive of VAT.

In addition to the above, the new pick-up truck from TATA Motors, the DIMO 207 DI Bullet which is the stripped down economy version of the proven work horse TATA 207 DI Ex was also introduced. DIMO 207 DI Bullet is powered by a 2956 cc water cooled, direct injection, diesel engine and can carry a payload of up to 1,200 Kg. The TATA 207 DI Bullet is currently sold at Rs 1,185,000, which is inclusive of VAT.

Representatives of the leasing companies, who participated at the event, got the opportunity to experience the above mentioned new vehicles. Keys for these new vehicles were handed over to more than twenty customers at the event. Mahinda Kahandagama, Chairman of the Federation of Self-employment confirmed an order to purchase 100 DIMO Batti vehicles during the event, for the foundation. Performances by Voice Print added grandeur to the event making it more colourful, before the fellowship began.