

Tata Motors And Dimo Launch The All-New Compact Sedan ‘Zest’ And The Sporty Hatchback ‘Bolt’ In Sri Lanka



Diesel & Motor Engineering (DIMO) together with Tata Motors today launched two stunning new cars, Zest and Bolt, for the Sri Lankan market. Tata Motors launched the Zest in India and the Bolt under its Horizonext strategy. These cars have been appreciated for their stunning new design language, best-in-class driving pleasure and high-tech, segment-first, connectivity features in India.

Manufactured in Pune, India, the Zest and Bolt come with world-class manufacturing quality, benchmarked across global brands and engineered on a completely modified platform to deliver the best driving experience to customers.

According to Johnny Oommen, Head of International Business, Passenger Vehicles Business Unit – Tata Motors, said, “with the aim to deliver the best of products and services to our customers, we at Tata Motors are delighted to bring two new exciting products to the Sri Lankan market – the dynamic compact sedan, Zest and the sporty hatchback, Bolt. These two cars, loaded with many segment-leading features, are built to global design and product standards and will appeal equally to the first time buyers as well as to existing automobile owners looking for a new and exciting product. Designed by our teams across India, UK and Italy, Zest and Bolt are the first two products under our Horizonext strategy and represent the new DNA of our passenger vehicles business. We expect Bolt and Zest to further strengthen our presence in the local market here.”

Ranjith Pandithage, Managing Director/ Chairman – DIMO said, “we at DIMO are proud to bring these feature-rich, fuel-efficient cars for our Sri Lankan customers. We are confident that the combination of a great product with best-in-the country service and parts back-up will firmly establish the Zest and Bolt in Sri Lanka.”

The Zest is being launched at a starting price of 2,810,000 rupees ex-showroom, Colombo, for the Revotron 1.2T (petrol variant) and starts at 3,900,000 rupees ex-showroom, Colombo, for the diesel AMT variant. The Bolt is being launched at a starting price of 2,299,000 rupees ex-showroom, Colombo, for the Revotron 1.2T (petrol variant). The cars will be available for sale, across the country in over 37 DIMO sales outlets from today.

Tata ZEST: As the name suggests, the all-new Zest exudes excitement and energy and is designed to give the driver total control of his vehicle. Zest is the first vehicle from Tata Motors that clearly exemplifies the HORIZONEXT themes of Intense Product Focus, World-class Manufacturing Quality, Enriched Purchase Experience and Consistent Quality of Service for its passenger vehicle business.

The Zest comes with the Revotron 1.2T, India’s first Turbocharged Multi-point Fuel Injection (MPFi) Petrol engine from Tata Motors. It has been developed in conjunction with global consultancies and suppliers to deliver world-class performance in terms of power, torque and efficiency.

Understanding the dynamic consumer’s increasing need, Tata Motors offers its customers with the ConnectNext experience by HARMANTM to design and engineer an acoustic audio and infotainment system, with best-in-class features such as 5″ ConnectNext Touchscreen Infotainment System, SMS notification and read outs, Fully Automatic Temperature Controls on the touchscreen.

Tata Bolt: The word BOLT signifies speed, representing an attitude of winning and staying ahead. This attitude is embodied in the all-new BOLT in all aspects of design, drive and seamless connectivity.

The Bolt comes with segment-first Drivenext features which makes it the best-in-segment for its driving dynamics. Bolt will be the segment’s first hatchback to be powered by India’s first 1.2L Turbocharged Multi-point Fuel Injection (MPFi) Petrol Engine, REVOTRON 1.2T, with best-in-class maximum power of 90PS @ 5000 RPM and peak torque of 140 Nm @ 1500-4000 RPM.