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Tata Motors Displays Prima Range At 2010 Auto Expo



The recently unveiled 10-to-75 tonne, 150-to-560 PS Prima range of trucks, trailers and special applications has set new benchmarks in India and matches the best in the world in its power, speed, carrying capacity and trims. The range comprises 10 major variants of tractor-trailers, rigid trucks, tippers, mixers and cranes, and special applications. Besides India, it has already been introduced in South Korea, where it has won the prestigious Grand Prize of 2009 Good Design Selection of Korea recognising its excellence in design, functionality, quality and safety. The hybrid Starbus and existing CNG/LPG powered Tata commercial vehicles are representatives of the Tata Motors efforts to reduce greenhouse gas emission and usage of conventional fuels for a low-carbon world.













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