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Tata Prima Luxury Sedan



The Tata Prima, the concept luxury sedan designed by Pininfarina, is an iteration of the next generation luxury sedan from Tata Motors. Tata has unveiled the Tata Prima at the 2009 Geneva Motor Show. The Tata Prima combines the fundamental design characteristics of the Tata brand, as seen in the Tata Indigo, with sporty curvatures to create a coupe-like silhouette, simple yet refined with an inherent premium.



The Tata Prima's large wheelbase of 2.70 metres endows it with excellent interior space that a luxury sedan demands. The subtle treatment of the C pillar, the hallmark of a Pininfarina design's gracefulness and sporty characteristic, brings forth a coupe-like sloped cabin and tapering back without compromising interior space. The result is that the Tata Prima concept exudes an overall elegance, endowed with style, luxury and comfort and proportions that are classical yet modern.



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