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Tata Motors Launches Safari GX Variant



Tata Motors has expanded its Safari DICOR 2.2 range with the addition of a new Gx variant. The current Safari DICOR range comprises three variants: Lx, Ex and Vx. The Gx, with several high-end comfort and safety features, has been positioned below Vx, the top end variant. The new variant offers enhanced value to the Safari customer at an attractive price point below the top end variant.

Safari Gx has been offered with dual-tone exteriors in select shades, a first for the Safari range. Interiors of the Safari Gx sport a unique leather-cum-fabric upholstery. Two sought after features of Vx have been offered on the Gx: the reverse guide system to aid the driver while reversing and ABS with EBD. Safari was the first vehicle in the country to offer the reverse guide system using a camera in the rear bumper and the internal rear view mirror as the screen. Another new feature is indicators on the outer rear view mirrors. This feature will be extended to other variants of Safari also. Alloy wheels are standard on the Gx on both the 4x2 and 4x4 versions.

Safari Gx has been launched at a price of Rs9.95 lakhs (ex showroom Delhi) for the 4x2 version and 10.87lakhs (ex showroom Delhi) for the 4x4 version. The price of the Safari DICOR range starts at Rs7.67 lakhs (ex showroom Delhi).

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