

The People's Car

Mr. Ratan Tata unveiled the Tata '**NANO**', the People's Car from Tata Motors that each and every Indian has been looking forward to. A first of its kind development in the global automobile industry, Nano brings the comfort and safety of a car within the reach of thousands of families.

While he was present at the most awaited unveiling ceremony at the 9th Auto Expo in New Delhi, Mr. Tata said, "I observed families riding on two-wheelers – the father driving the scooter, his young kid standing in front of him, his wife seated behind him holding a little baby. It led me to wonder whether one could conceive of a safe, affordable, all-weather form of transport for such a family. Tata Motors' engineers and designers gave their all for about four years to realise this goal. Today, we indeed have a People's Car, which is affordable and yet built to meet safety requirements and emission norms, to be fuel efficient and low on emissions. We are happy to present the People's Car to India and we hope it brings the joy, pride and utility of owning a car to many families who need personal mobility."

This Car, designed with a family in mind, has a roomy passenger compartment with generous leg space and head room. It can comfortably seat four persons with a length of 3.1 metres, width of 1.5 metres and height of 1.6 metres, with adequate ground clearance, it can effortlessly manoeuvre on busy roads in cities as well as in rural areas.

Nano has two-cylinders, 623 cc, 33 PS, multi point fuel injection petrol engine. This is the first time that a two-cylinder gasoline engine is being used in a car with single balancer shaft and the lean design has helped minimise weight, and helps maximise performance. It's safety performance exceeds current regulatory requirements. It has a strong passenger compartment, with safety features such as crumple zones, intrusion-resistant doors, seat belts, strong seats and anchorages, and the rear tailgate glass bonded to the body and tubeless tyres further enhance safety.

It has a lower pollution level than two-wheelers being manufactured in India today. The high fuel efficiency also ensures that the car has low carbon dioxide emissions, thereby providing the twin benefits of an affordable transportation solution with a low carbon footprint.

It's known that Tata Motors is India's largest automobile company, with revenues of US \$ 7.2 billion in 2006-2007. With over 4 million Tata vehicles plying in India, it is the leader in commercial vehicles and the second largest in passenger vehicles. Ventured with Marcopolo, the Brazil-based body-builder of buses and coaches; and a joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market pick-up vehicles in Thailand. Tata Motors has research centres in India, the U.K., and in its subsidiary and associate companies in South Korea and Spain.

With the Tata's keeping the promise to the nation and also setting new standards to the Automobile segment throughout the world, we would like to see Nano roll out to fulfill the expectations of the layman of our country. ODE takes inspiration from Mr. Tata and would like to imbibe his principles into our youth through our editorials!

- *Surya Adavi*