

Tata Aria SUV Review - Tata Aria Pictures

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Tata ARIA is Launched

Tata Motors finally launched the much-awaited Tata ARIA in India on 11 October 2010. Tata ARIA is priced between Rs 12.91 lakhs to Rs 15.50 lakhs. The car will be made available in 25 cities through 69 dealerships.

[Read the Latest News About Launch of Tata ARIA](#) (October 12, 2010)

There are three variants of Tata ARIA available in the market.

- ARIA Pride - Top Model with Leather Upholstery
- ARIA Prestige - Available with Leather Upholstery or Fabric Upholstery
- ARIA Pleasure - Basic Model with Fabric Upholstery

Tata Motors unveiled its 'Aria', a cross-over between a multi-utility vehicle (MUV) and sports utility vehicle (SUV), at the Delhi Auto Expo 2010. The model of Tata Aria displayed at the event impressed the onlookers and was received well by the Indian customers as it displays the functionality of an MPV with all capabilities of a large SUV. The much-awaited Tata Aria will launch with a price tag of around Rs 14 lakh with combined features of a luxury sedan and a SUV. The Tata Aria is a 7-seater passenger car. The much-awaited crossover from the Tata Motors, called Tata Aria was showcased at the 10th Auto Expo and is scheduled for launch in the next three months. It is expected to be priced around Rs 12.5- 14.5 lakh in the market.

With Tata Aria, the company is targeting the high-end SUV market. It doesn't have a strong contending vehicle against slew of high-end SUVs in the market after Safari at around Rs 8.5-9 lakh bracket.



Tata Aria Review

Tata Aria will be the world's first MUV-SUV cross breed with a four wheel drive. The Tata Aria MPV is designed to make a direct competition with Toyota Innova. It would also be a competitor for Chevrolet Tavera and Mahindra Xylo. Tata Aria also comes with plenty of features at very low price that other competitors can't even imagine.

Tata Aria Design

Tata Aria has been designed over a period of three years by a team of around 150 engineers at its UK Research & Development design center. "Tata Aria's unique design and construction makes it robust, elegant and comfortable. The interiors, with three rows of theatre style seating, present a luxurious world of premium features comprising 3D surround sound, dimming roof lamps, in-dash built in GPS, a state-of-the-art infotainment system, multi-functional steering wheel, dual air conditioning with automatic climate control and cruise control. Top-of-the-line safety features include 6 airbags, ABS and ESP, offered by an Indian carmaker for the first time. Besides, the chassis frame comprising advanced hydro formed members, a stiffened body cage, and dual zone collapsible steering make the Aria one of the safest vehicles," said an official release from Tata Motors.

Tata Aria Features

There will be three variants of the Tata Aria SUV and will have both all wheel (4x4) as well as two wheel drive options (4x2). Tata Aria will be competing against vehicles like Honda CR-V, Toyota Fortuner and GM Captiva in the market. "We will be launching one of the three variants of Tata Aria in the market in the next three months time," said SG Saksena, head product group utility vehicles, passenger car business unit, Tata Motors Ltd. He added that the company is yet to decide whether to launch the all wheel top-variant of Tata Aria or two-wheel drive car in the market first. Tata Aria is powered by 2.2 litre direct injection common rail (DICOR) diesel engine, delivering 140 PS power and 320 Nm torque.

Tata Aria Mileage

Tata motors has not yet provided any details about the mileage of Tata Aria SUV. We will update this section as soon as we come to know about the mileage of Tata Aria.

Tata Aria Price

There are no confirmed news about the price tag of Tata Aria however it is expected that Tata Aria will be priced around Rs 12.5- 14.5 lakh in the Indian market.

Tata Aria Pictures

Tata Aria Dashboard



Tata Aria Front View



Tata Aria Exterior



Tata Aria, which is Tata's most expensive model, is at the opposite end of the spectrum from the Tata Nano and such new products as the Tata Magic Iris. Tata took pains to point out the long list of amenities on the Aria, saying that this is the first time that an Indian OEM has offered an electronic stability program on a vehicle. The Aria crossover has three rows of seating, 3D surround sound, dimming roof lamps, an in-dash GPS, multifunction steering wheel, dual-zone air-conditioning, cruise control, optional four-wheel drive and six airbags. Tata Aria is equipped with a 2.2-liter diesel engine that delivers 138 horsepower and 236 pound-feet of torque. Tata said the Aria, which is now the company's flagship model, will be launched in the second quarter of this year. [antalya web tasarÄ±m](#) / [web tasarÄ±m](#)

Tata Aria Variants

Tata Aria will be available in three variants. They are Aria EX, Aria LX and Aria GX.

Tata Aria Specifications

VEHICLE SUMMARY

Name:	Aria
Model:	EX
Car Body Type:	Crossover
Segment:	C+ Segment
Warranty:	NA

ENGINE SPECIFICATIONS

Displacement:	2179cc, DICOR, 16 Valve DOHC,
Engine Type:	Diesel
Maximum Power:	120 Bhp @ 4000 rpm
Maximum Torque:	250 Nm @ 1500 rpm

DIMENSIONS

Length:	3329 mm
Width:	1710 mm
Height:	0 mm

OTHER SPECIFICATIONS

Seating Capacity:	7
Tyre Size:	
Suspension:	NA
Steering:	Power
Brakes:	Front Disk, Rear Drum
Gears:	5 Manual
Ground Clearance:	150.00 mm
Body Color Bumpers:	Yes
Tachometer:	No
Alloys:	No
ORVM Indicator:	No
Xenon Headlamps:	No

COMFORT AND CONVENIENCE

AC:	No
Power Windows:	Yes
Central Locking:	Remote
Remote Boot:	Yes

Remote Fuel Filler:	No
Rear Wiper:	No
Rear Defogger:	Yes
Rear Armrest:	With Cup Holder
Steering Adjustment (Rake/Reach):	Yes / No
Driver Seat Adjustment:	Manual
Music System:	NA
Leather Seats:	No
Door Mirror:	Driver Side Manual
Tinted Glass:	No
Rear AC Vent:	No
Folding Rear Seats:	No
Sun Roof:	No
Buttons/Controls on Steering:	No
Auto Viper:	No
Auto Headlamp:	No

ACTIVE AND PASSIVE SAFETY

Airbag:	2
Parking Sensors:	No
Fog Lamp:	No
Traction Control:	No
EBD:	No
ABS:	No
ESP:	No

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