

DESIGN

Shaped To Stun



- » DIFFERENTIATED COUPÉ LIKE DESIGN
- » FLUSH DOOR HANDLES
- » R18 ALLOY WHEELS WITH AERO INSERTS
- » VOICE ASSISTED PANORAMIC SUNROOF WITH MOOD LIGHTING
- » PHYGITAL CONTROL PANEL

TECHNOLOGY

Shaped For Innovative Technology



- » 31.24 CM (12.3") CINEMATIC TOUCHSCREEN BY HARMAN™
- » iRA CONNECTED CAR TECHNOLOGY
- » MULTIPLE VOICE ASSISTANTS
- » POWERED TAILGATE WITH GESTURE ACTIVATION
- » WIRELESS SMARTPHONE CHARGER

COMFORT & CONVENIENCE

Shaped For The Premium



- » ADVANCED COMFORT SEATS WITH VENTILATION
- » 6-WAY POWER ADJUSTABLE DRIVER SEAT
- » 6-WAY ADJUSTABLE CO-DRIVER SEAT
- » 2 POSITION REAR SEAT RECLINE
- » GRAND CENTRE CONSOLE

SAFETY

Shaped For Absolute Safety



- » ADVANCED DRIVER ASSISTANCE - LEVEL II*
- » ADVANCED ESP WITH DRIVER DOZE-OFF ALERT
- » 6 AIRBAGS
- » ALL WHEEL DISC BRAKES
- » AUTO HOLD FUNCTION

PERFORMANCE

Shaped For Performance



- » ALL NEW 1.2L TURBO GDI ENGINE – SPORTY AND PEPPY DRIVES
- » 1.5L CRAIL DIESEL ENGINE
- » 1.2L TURBO PETROL ENGINE
- » DCA- AVAILABLE IN ALL 3 ENGINES
- » MULTI DRIVE MODES - ECO, CITY, SPORT

DEMO TALK POINTERS

DEMO POINTERS WITH CUSTOMER ON DRIVING SEAT

- 1** You are now sitting inside the safest car in the segment with 5-star safety rating, powered with 6 Airbags, ISOFIX, Seat Belt Reminder, ESP based alerts and 360 degree View Camera with Blind Spot Monitor which ensures superior safety
- 2** It comes with Digital Instrument Cluster which makes viewing of vital vehicle related information easy and convenient. It also comes with In-built Map Navigation
- 3** You can now maintain the right speed with Cruise Control, drive across 3 modes (Eco, City & Sport) and maintain right tyre pressure for improved vehicle handling and fuel efficiency with TPMS here on the cluster
- 4** Get best-in-segment acoustics with a 12.3" infotainment system by HARMAN mated with a 9-Speaker Surround Sound System
- 5** The infotainment system comes with Android Auto & Apple Carplay connectivity and a Rear Parking Camera with Dynamic Guidelines for easy parking
- 6** The Curvv also provides a Wireless Charging Pad, Front & Rear C Type Charger Point, Cooled and Illuminated Glovebox and Voice Assisted Sunroof with Ambient Mood Lighting along with many premium interior features

DEMO POINTERS WHEN CUSTOMER STARTS DRIVING

- 1** The car comes with 3 engine options – 1.2L Turbo GDi Engine, 1.2L Turbo Petrol engine and 1.5L CRAIL diesel engine powered at 115-125 PS (Across petrol & Diesel) and 170-260 NM torque
- 2** The driving experience is made smooth and safe with L2 ADAS features (Accomplished version only) including Traffic Sign Recognition, Lane Keep Assist, Lane Departure Warning, Front & Rear Collision Warning and many more
- 3** The car comes with a warranty of 3 years or 1 Lakh kilometres, whichever is earlier

TEST DRIVE TALK POINTERS

1

Stylish Connected LED DRL in the Front & Rear with Signature Welcome & Goodbye Function

2

R18 Alloys for better stability & control

3

Exhilarating Performance with 3 engine options - 1.2L Turbo GDi petrol engine, 1.5L CRAIL Diesel engine, 1.2L Turbo Petrol engine

4

Refined 6-Speed Manual & 7 speed Dual Clutch Automatic Transmission in all 3 engines

5

Confident Braking with All Wheel Disc Brakes & Enhanced ESP features such as Driver Doze off Alert

6

Best-in-class ride quality with 3 Driving Modes (Eco, City, Sport)

7

6 Airbags for all passenger safety

8

14 L2 ADAS (Advanced Driver Assistance System) features for enhanced road safety especially on Indian driving conditions

9

360 degree Surround View System & Electronic Parking Brake for driving convenience & safety

10

12.3" Harman Infotainment System, 10.25" Instrument Cluster with Map Navigation display

TEST DRIVE TALK POINTERS

- 11 9 JBL Speakers Music System, with JBL AudioWorX enhanced are installed
- 12 Majestic Voice assisted Panoramic Sunroof with Multi-mood lighting for a soothing ambience
- 13 Premium and spacious interiors with best space on front and rear seats, best-in-class boot space, 4 spoke corporate Steering Wheel with Illuminated Logo & Touch based Control for multi functions, Fully Automatic Temperature Control, Powered Tailgate, Wireless Charger and Air Purifier System
- 14 First-in-segment Powered tailgate with gesture control for ease of access to the large bootspace
- 15 6-Way Power adjustable Driver Seat for comfortable driving position
- 16 Ventilated seats in front row with cooled & illuminated glovebox
- 17 Multi Voice recognition including Siri & Alexa that comes 250+ voice commands in 6 languages
- 18 Connected Vehicle Technology – iRA with Remote Engine Start/Stop, Remote Lock/Unlock & other safety feature

COMPETITION COMPARISON

20+

FEATURES MORE OVER
Hyundai Creta



Features	Curvv	Hyundai Creta
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Fog lamps	✓	✗
R18 Alloys	✓	✗
Flush Door Handles with Welcome Lighting	✓	✗
Interior		
Monostable Gear Shifter	✓	✗
4 Spoke Corporate Steering with Illuminated Tata Logo	✓	✗
Technology		
12.3" Infotainment	✓	10.25"
Map Navigation on IC	✓	✗
Wireless AA/AC	✓	✗
9 speakers : 4 Speakers + 4 Tweeters + 1 Subwoofer with JBL AudioWorkX	✓	8 speakers
Comfort & Convenience		
Touch based FATC Controls	✓	✗
Front & Rear C-type 45W Charger	✓	3 C type ports
Powered Tailgate with gesture control	✓	✗
Xpress cool	✓	✗
Cooled + Illuminated Glovebox	✓	Cooled
Safety		
5 Star BNCAP	✓	✗
Hill Ascent Control, Hill Descent Control	✓	Hill start Assist control
ESP based Driver Doze Off Alert	✓	✗
ADAS		
Traffic Sign Recognition (TSR)	✓	✗
360 Degree 3D Surround View Camera System	✓	✗

COMPETITION COMPARISON

20+

FEATURES MORE OVER
Kia Seltos



Features	Curvv	Kia Seltos
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Flush Door Handles with Welcome Lighting	✓	✗
Interior		
Monostable Gear Shifter	✓	✗
4 Spoke Corporate Steering with Illuminated Tata Logo	✓	✗
Technology		
12.3" Infotainment	✓	10.25"
Map Navigation on IC	✓	✗
Wireless AA/AC	✓	✗
9 speakers : 4 Speakers + 4 Tweeters + 1 Subwoofer with JBL AudioWorkX	✓	8 speakers
Comfort & Convenience		
Touch based FATC Controls	✓	✗
Front & Rear C-type 45W Charger	✓	3 C type ports
Powered Tailgate with gesture control	✓	✗
Xpress cool	✓	✗
Cooled + Illuminated Glovebox	✓	✗
Safety		
5 Star BNCAP	✓	✗
Hill Ascent Control, Hill Descent Control	✓	Hill Assist control
ESP based Driver Doze Off Alert	✓	✗
ADAS		
Traffic Sign Recognition (TSR)	✓	✗
360 Degree 3D Surround View Camera System	✓	✗

COMPETITION COMPARISON

25+

FEATURES MORE OVER
Grand Vitara



Features	Curvv	Grand Vitara
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Sequential LED Indicators	✓	✗
Fog lamps	✓	✗
R18 Alloys	✓	✗
Flush Door Handles with Welcome Lighting	✓	✗
Interior		
Monostable Gear Shifter	✓	✗
4 Spoke Corporate Steering with Illuminated Tata Logo	✓	✗
Technology		
10.25" IC	✓	7"
12.3" Infotainment	✓	9"
Map Navigation on IC	✓	✗
Wireless AA/AC	✓	✗
9 speakers : 4 Speakers + 4 Tweeters + 1 Subwoofer with JBL AudioWorkX	✓	4+2
Comfort & Convenience		
Touch based FATC Controls	✓	✗
6 Way Power adjustable driver seat	✓	✗
3 drive modes	✓	✗
Powered Tailgate with gesture control	✓	✗
Xpress cool	✓	✗
Cooled + Illuminated Glovebox	✓	Illuminated
Safety		
5 Star BNCAP	✓	✗
SOS with E-Call/B-Call	✓	✗
Blind Spot View Monitor	✓	✗
EPB with auto hold	✓	✗
ESP based Driver Doze Off Alert	✓	✗



Features

Curvv

Grand Vitara

ADAS

L2 ADAS

Adaptive Cruise Control with Stop & Go (ACC)



Lane Departure Warning and Prevention (LDP)



Lane Keep Assist (LKA)



Lane Following Assist



Forward Collision Warning (FCW)



Automatic Emergency Braking (AEB)



High Beam Assist (HBA)



Traffic Sign Recognition (TSR)



Rear Cross Traffic Alert (RCTA)



Blind Spot Detection (BSD) - Radar based



Blind Spot View Monitor (BSM) - Camera based



360 Degree 3D Surround View Camera System



Door Open Alert on ORVM

