

GOLD STANDARD OF DESIGN

Laser-cut sharpness | Athletic stance | Sleek profile | Energetic presence | Refined appearance

Inspired by the world of laser carving, the exteriors of ALTROZ exemplify athletic sharpness. Design so sharp, it cuts through the air like a hot knife through butter.

Black Contrast Roof

Spend twice the time admiring the car while looking at its black contrast roof.



DLO + Comet Shoot Line

The unique diamond-shaped Daylight Opening (DLO) for windows adds brightness to the interior and offers a better view of the surroundings. The Shooting Comet belt won't let the onlookers' gaze fade away.



90 Degree Opening Doors

Projector Headlamps with Front Fog Lamps and DRL

Get better visibility during the night time with projector headlamps and illuminate the foggy roads with front fog lamps. Daytime Running Lights (DRL) give a signature appearance to ALTROZ.



Piano Black ORVM with Chrome Accent

Stylish outside rear view mirrors that not only offer a very premium and elegant look but makes you want to look back often. And it will be easy, thanks to the electrically adjustable ORVM.

40.64cm Dual-tone Alloy Wheels

Onlookers will be left dazzled when your car has LASER cut 16" dual-tone alloy wheels that add to the athletic side profile and also enhance handling.





15 Litres Cooled Glove Box

Carry your world wherever you go, with 24 intelligent storage spaces and "largest in the segment" 15 litres cooled glove box.

Electric Power Steering

Gives you engaging driving experience with great manoeuvrability at minimum effort. The flat bottom of the steering assists you in easy entry and exit.



Boot Space

345 l boot space with illumination and carry bag hooks allow you to carry your world with you.



Rear AC Vents with Rear Power Outlet

Back seat passengers will remain cool and charged courtesy of rear AC vents that come with rear power outlet.

Height Adjustable Seat

Adjustable driver seats to match the comfort of every individual.



Rear Armrest

Perceptively placed rear armrest for the luxury and comfort of the people seated in the backseat.

Front Sliding Armrest

Sliding armrest enables the driver to adjust the position and rest his arm on the move. Find additional storage space below the armrest to keep your essentials handy.

Ambient Lighting

A serene blue ambient light surrounds the dashboard, front footwell and console to set the mood for a long and peaceful drive.

Flat Floor

Keep your legs at utmost comfort with flat floor in the rear seats and say goodbye to uncomfortable sitting stances.

GOLD STANDARD OF CUSTOMER DELIGHT

Premium | Intelligent | Comfortable | Spacious | Advanced

Step inside and be amazed by the modern, intelligent and tastefully crafted interiors. When you embark on a journey in this car, you'll wish your drive lasts longer.

GOLD STANDARD OF SAFETY

WITH A 5-STAR SAFETY RATING FROM  **INDIA'S SAFEST HATCHBACK**



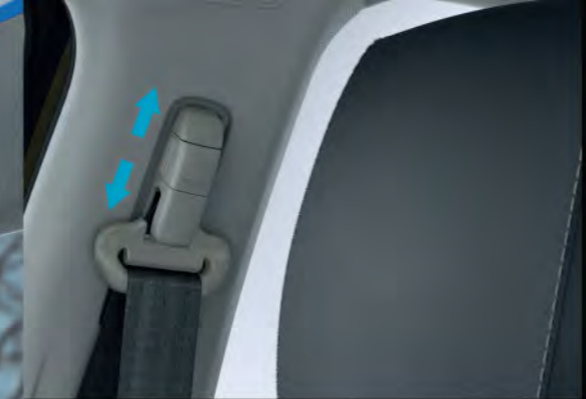
Dual Frontal Airbags

Dual frontal airbags help ensure complete and thorough protection for front passengers in case of a collision.

The Global New Car Assessment Programme is a globally recognized organization that carries out independent testing modules to assess and certify the safety of a car.

Height Adjustable Seatbelts

Adjustable seatbelts as per individual requirements to provide enhanced safety.



ALFA ARC

Agile Light Flexible Advanced (ALFA) Architecture, along with energy-absorbing body structure, accounts for the absolute safety of the passengers.

Ultrahigh Strength Steel Point

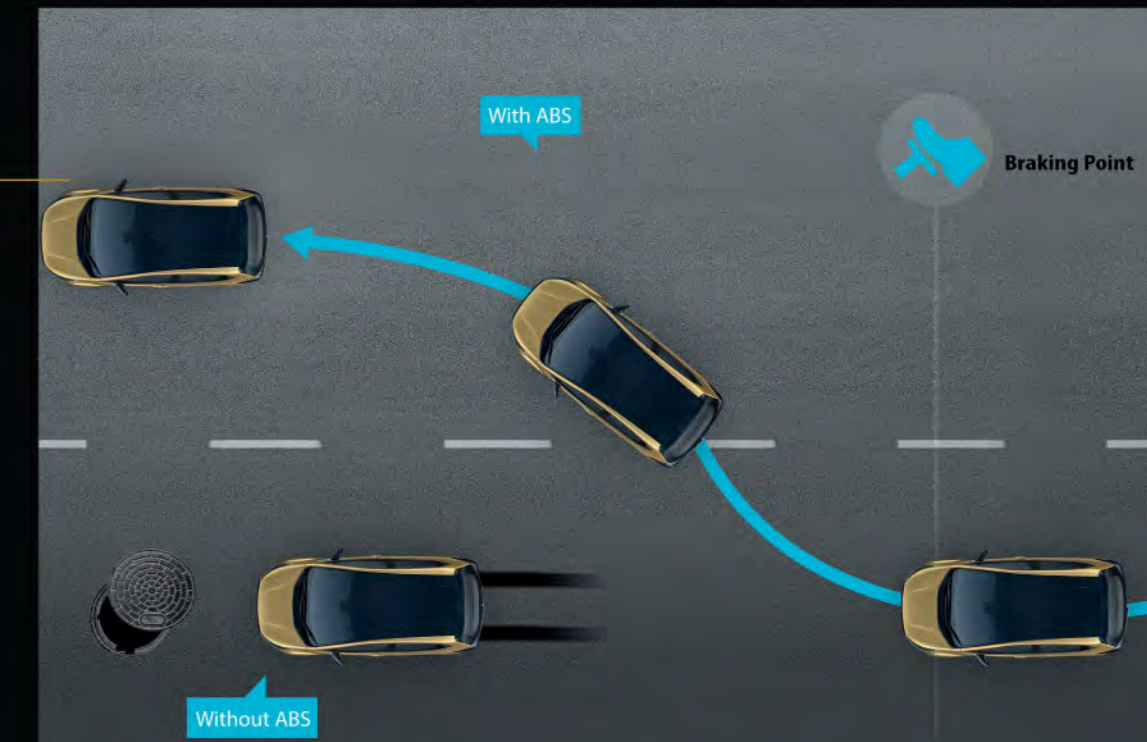
- 3X strength in comparison to regular steel
- Energy absorbing body structure to prevent the passenger cabin from deformation

ABS with EBD, CSC and BSC

Latest 9.3 Anti-lock Braking System (ABS) with Electronic Brake-force Distribution (EBD) along with Corner Stability Control (CSC) aids in efficient on-road control. Brake Sway Control (BSC) comes into play before the ABS kicks in, preventing the vehicle from swaying off the road.

Child Safety Door Locks

The rear doors are equipped with child safety door locks to prevent accidental unlocking



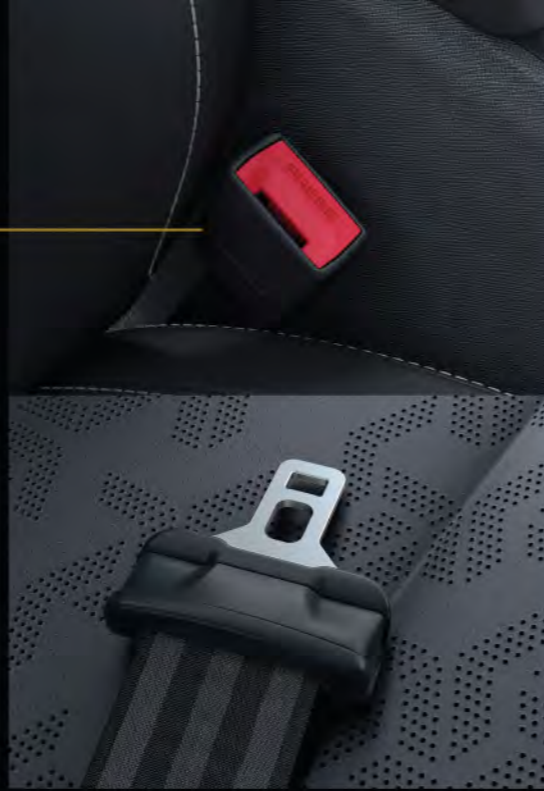


Crash Locking Tongue on Seat Belt

- Crash locking tongue prevents belt from slipping out of place
- A steady belt ensures restricted movement, hence reducing chest injuries in the event of a frontal crash

ISOFIX Anchorage for Child Seats

Keep your little ones safe with an easy installation system for child seats to make every drive blissful and relaxed.



A Crash Safety Rating is not dependent on the number of airbags

- Crash safety ratings cannot be achieved by simply adding more airbags. The basic car structure must be strong enough to ensure the safety of its passengers.
- A weak structure will get a low rating even with airbags
- An intact passenger cabin ensures high degree of safety

Interior Intact – 5 Star Safety

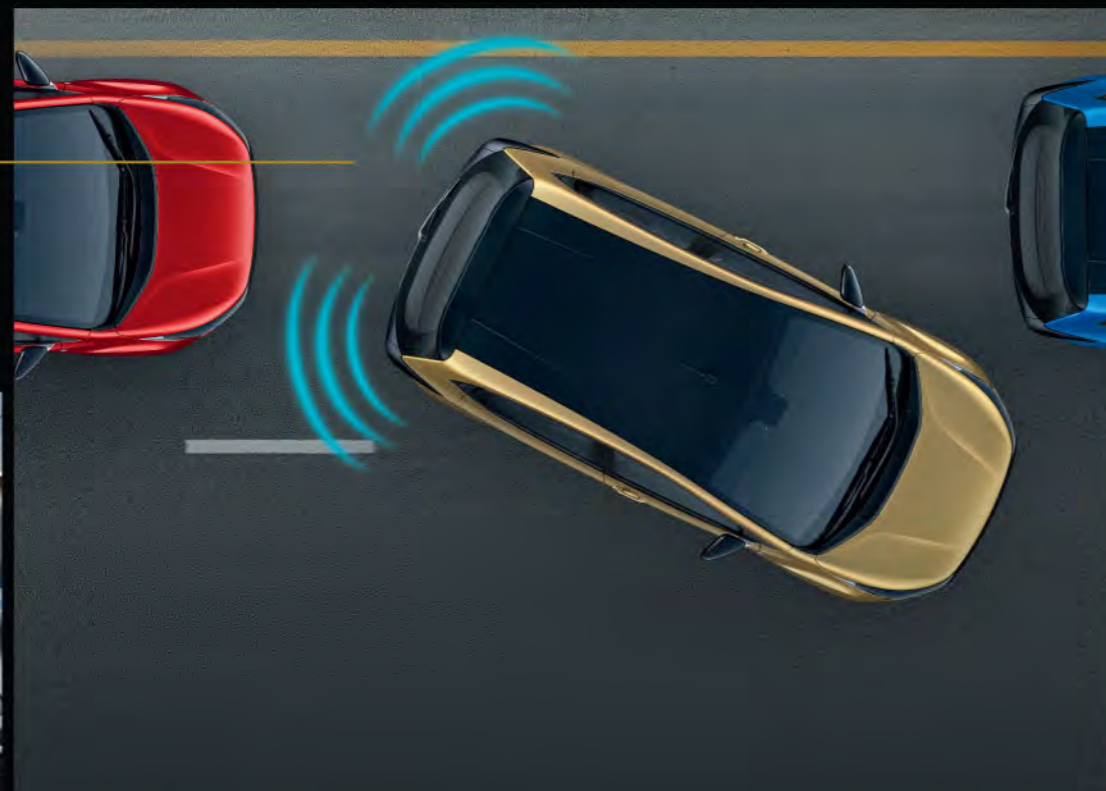
- Passenger cabin remains intact
- No major deformation on A-pillar, B-pillar or floor
- Humanoid dummy not thrown out of seats
- Doors could be opened after crash



Source : Globalncap.org

Reverse Parking Assist

- Reverse camera feed on infotainment screen
- Ultrasonic sensors which alert the driver, when the vehicle is too close to an obstacle
- Dynamic guideways to help driver reverse the car safely



Voice Alerts

ALTROZ gives voice alerts in following situations

- Driver/ co-driver door open
- Rear doors and tail gate open
- Parking brake ON while driving
- Driver seat belt unfastened



Risk of Fatal Injury*

| | ★★★★★ | ★★★★★ | ★★★★★ | ★★★★★ | ★★★★★ | ★★★★★ |
|-------------------------|------------|---------------|---------------|---------------|---------------|---------------|
| Adult Score | 14-16 | 11-13.99 | 8-10.99 | 5-7.99 | 2-4.99 | 0-1.99 |
| Model | Altroz | Competition 1 | Competition 2 | Competition 3 | Competition 4 | Competition 5 |
| Driver | | | | | | |
| Head & neck | Very Low 😊 | Very Low 😊 | Very Low 😊 | Low 😊 | Medium 😞 | High 😞 |
| Chest | Low 😊 | Medium 😞 | Medium 😞 | High 😞 | High 😞 | Very High 😞 |
| Knee, femur & pelvis | Very Low 😊 | Very Low 😊 | Medium 😞 | Medium 😞 | High 😞 | Very High 😞 |
| Lower leg, foot & ankle | Low 😊 | Low 😊 | Medium 😞 | Medium 😞 | High 😞 | Very High 😞 |
| Co-Driver | | | | | | |
| Head & neck | Very Low 😊 | Very Low 😊 | Very Low 😊 | Low 😊 | Low 😊 | High 😞 |
| Chest | Low 😊 | Medium 😞 | Medium 😞 | High 😞 | High 😞 | Very High 😞 |
| Knee, femur & pelvis | Very Low 😊 | Very Low 😊 | Very Low 😊 | Medium 😞 | High 😞 | Very High 😞 |
| Lower leg, foot & ankle | Low 😊 | Low 😊 | Medium 😞 | Medium 😞 | High 😞 | Very High 😞 |

GOLD STANDARD OF TECHNOLOGY

Infotainment system by Harman™ leaves no stone unturned. Equipped with an advanced 17.78 cm touchscreen interface, top-notch connectivity and unmatched acoustics system, it is truly a complete infotainment system.



Apple CarPlay™
and Android Auto™



Steering Mounted Control

One-touch access to infotainment, cluster and cruise controls on the steering wheel because your eyes should always be on the road.

Navigation

Navigate your way through uncharted territories by connecting your phone through Android Auto™ or Apple CarPlay™



PERSONALIZED WALLPAPER

PERSONALIZED STICKER

MUSIC

CUSTOMIZABLE SCREENS



8 Speakers

Your tunes will never go unheard with strategically placed world-class surround sound speakers for the best acoustic experience, coupled with the infotainment system by Harman™



Auto Headlamps

Smart headlamps that automatically light up to illuminate dark roads and tunnels to give you instant visibility without driver's intervention.



Push Button

A great start will precede powerful performance with the Start/Stop engine button.



Cruise Control

Long distance drives will now be a breeze with the easy-to-use Cruise Control function.

Rain Sensing Wipers

Smart wipers that sense the rain and turn on automatically, so you can always focus on your driving.



Xpress Cooling

When the Xpress button is pressed, the system calculates the cabin's temperature and begins the cooling process. Once it's been cooled, you will be alerted.



Door Open Warning



Tire Pressure Monitoring System (iTPMS)



Cruise Control and Navigation



Instrument Cluster Display

Strategically placed digital instrument cluster gives ample information to the driver without having to take his/her eyes off the road. The 17.78cm TFT display is the largest in the segment* and helps in easy reading.

- Cluster highlights:
- Distance to Empty
 - Trip Wise Fuel Economy
 - Instant Fuel Economy
 - Navigation and Media Information
 - Service Due Reminder
 - iTPMS-Low Tire Pressure Warning



Stay connected to your ALTROZ, wherever you are. IRA is a cool new connected tech platform that is in sync with India. It offers a range of innovative features developed in India for India.

LIVE VEHICLE DIAGNOSIS

With our live vehicle diagnosis, you can plan those long drives better. The features are designed to help you know the condition of your car better. You will also receive a diagnostic report through the app.



VEHICLE SECURITY FEATURES

Your safety comes first.

- Panic Notifications
- Find My Car
- Emergency SMS
- Stolen Vehicle Tracking
- Intrusion Alert

LOCATION BASED SERVICES

Stay close to your ALTROZ, even when you're not.

- Geo Fencing
- Valet Mode
- Share Location
- Nearest Service Station
- Roadside Assistance

WHAT3WORDS™

ALTROZ is India's first hatchback to introduce this precise & simple way to reach your locations. What3Words™ is a technology that has assigned each 3m square in the world a unique 3 word address. They're easy to say, share and are accurate too.



REMOTE COMMANDS

Your ALTROZ controls, now at your fingertips.

- Remote Lock/Unlock
- Remote Horn
- DTE Check
- Remote Lights On/Off

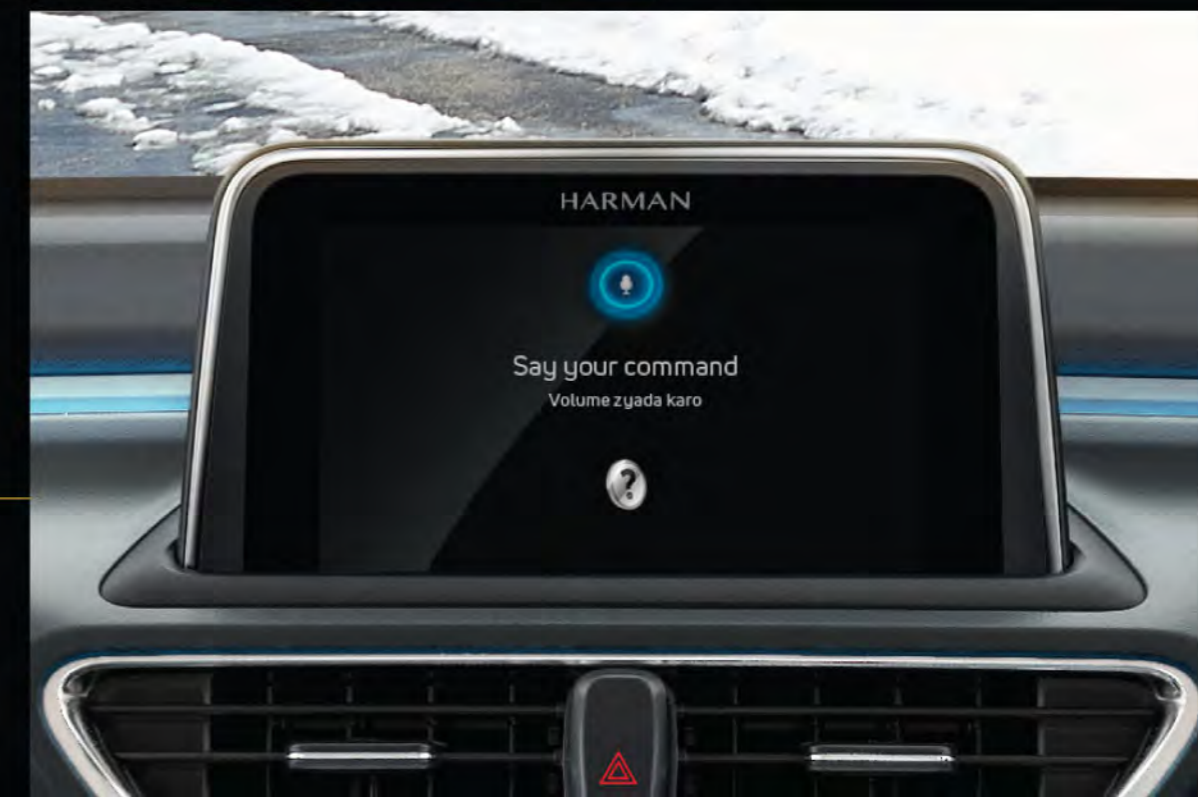


GAMIFICATION

Our gamification features are designed to give those mundane drives a cool new twist. They help you improve your driving skills by promoting efficient driving behaviour. You can see your driving efficiency score and trip details on the app. Our social tribes offer challenges that you can take part in, earn badges and see your scores as well.

NATURAL VOICE TECH

Now, give voice commands at your convenience as the system understands Hindi, English and even Hinglish!





#THEGOLDSTANDARD OF AUTOMATICS

PERFECTED FOR THE SCORCHING HEAT OF THAR



The Altroz DCA (Dual Clutch Automatic) is a Dual Clutch Transmission purpose-built and perfected on a test track called India. At the heart of the Altroz beats an innovative technology, engineered on the foundation of 45 patents. The Altroz DCA can take on every Indian road and extreme weather, while also delivering your driving style the ultimate driving experience. The Altroz DCA is truly the #TheGoldStandard of Automatics, continuing the legacy of pursuing the greatest driving experience.

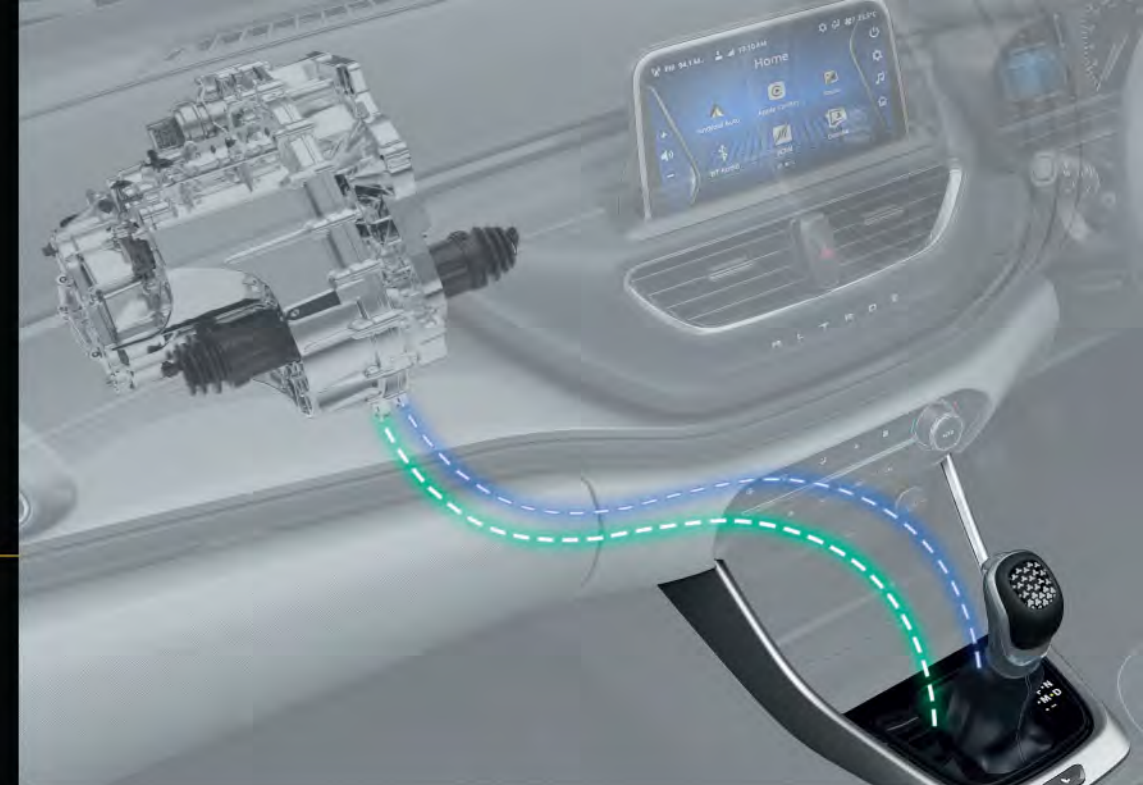


Auto Park Lock

The Auto Park Lock adds to the list of reasons why the Altroz is India's Safest Hatchback. The feature automatically activates should the driver exit the vehicle without shifting to Park mode, effectively eliminating the risk of unwanted movement.

Shift by Wire Technology

The Altroz DCA is equipped with Shift by Wire Technology, which eliminates the use of shifter cables. The electronic shifting expedites the time taken between gear shifts to 250 milliseconds per shift. This ensures your driving experience is dynamic and responsive.



Wet Clutch with Active Cooling Technology

India is a unique place which poses unique problems for a conventional automatic transmission. The extreme weather conditions and brutal stop-and-go traffic are synonymous with India. Altroz DCA's Wet Clutch with Active cooling technology monitors oil temperature at 100 times per second and adapts to always give you ultimate performance.

PERFECTED FOR THE COLD OF KHARDUNGLA



Machine Learning

India is home to a diverse population with different driving styles, and a place with extreme environmental conditions. The Altroz DCA learns your driving style, by utilising machine learning algorithm that continuously prioritises performance by adapting the transmission to suit the scenario.



Self-Healing Mechanism

Dusty roads put an additional risk on a conventional automatic transmission that hinders performance should dust invade the mechanics. The Altroz DCA takes it a step further than the standard dust filtration with a Self-Healing Mechanism that evacuates dust and debris, preventing it from affecting your driving experience.

GOLD STANDARD OF DRIVING DYNAMICS

Experience the exhilarating performance of ALTROZ with powerful BS6 compliant engines, fine-tuned suspension and comprehensive control to tackle varying road conditions with confidence and ease.



**1.2 l i-TURBO
Petrol**

POWER — 110 PS (80.9 kW) | TORQUE — 140 Nm

Set ablaze every trail with an impressive new 1.2L i-Turbo engine, and give your drive the added boost you seek.

**1.2 l Revotron
Petrol**

**1.5 l Turbocharged
Revotorq Diesel**

Sport/Eco/City Drive Mode

The Sport mode enables you to utilize your powerful new engine at full capacity, letting you slip through both narrow lanes and open highways, with as much ease as elan.



ISS-Idle Stop Start

Automatically turns off the engine when idle at signal, traffic etc. which saves fuel consumption. Engine starts simply by pressing the clutch.



#DARK

#DARKRULES

Show the world what drives you

**Cosmo
Dark Colour**

**R16 Alloy Wheels
with Dark Tint Finish**

Dark Chrome



#Dark theme exterior and Interiors.



HARBOUR BLUE



DOWNTOWN RED



OPERA BLUE



ARCADE GREY



AVENUE WHITE



HIGH STREET GOLD