



SAFARI, SUMO

Tata Motors has reached out to a large and diverse customer base through its two vehicles, the Sumo and the Safari. The two brands appeal to different customer sensibilities, yet both have a strong fan following and have logged more than a decade on Indian roads. Despite the strikingly different looks and characters, both vehicles hold out an inherent promise of safety and strength.

The Sumo was launched in 1994 in response to a growing need for a rugged hard top people carrier. The product quickly became popular as users were quick to appreciate its no-nonsense persona and the solidity of its performance. Today the Sumo brand reflects values such as hard work, trust, reliability, economy and lack of flashiness. It is seen as unpretentious, a quiet performer, an unsung hero and silent achiever.

The Safari, launched in 1997 as the first Indian luxury offroader, is perceived as an adventurer. Brand Safari promises excitement and offers customers, the possibility of charting their own course and standing out from the crowd.

In spite of the large number of utility vehicles in the market, the appeal of the Sumo and the Safari remains unshakeable. The inclusion of Tata in the brand name reassures customers about the quality and performance of the vehicles, even as the products live up to those expectations.