

# TATA SIERRA

escape mediocre



It opened minds to the art of dreaming.  
It redefined what owning a car could mean -  
bold, aspirational, unforgettable.  
Sierra was not just driven.  
It was admired. Desired. It was extraordinary.  
Now, the legend returns.  
Reimagined for a new era.  
Sharper in design.  
Richer in detail.  
More iconic than ever.  
For those who've arrived.  
And now seek to arrive differently.  
For those who refuse to blend in -  
because they've earned the freedom not to.

# TATA SIERRA

escape mediocre





**reddot** winner 2025

**When design  
dares to escape  
the ordinary,  
the world  
takes notice**

The most prestigious design competition, Red Dot, awarded Sierra for its bold and ground-breaking design. Since 1955, Red Dot has set global benchmarks in design and innovation. This year, an international jury unanimously crowned Sierra with this distinction, outshining global rivals.

It stands as the first car in India to be recognised by Red Dot, an iconic feat by an SUV that redefines what's possible.

**escape  
ordinary**



# EXTERIOR

## FRONT FOG LAMP WITH CORNERING FUNCTION

Lights up every turn, giving you total clarity around every bend

## NIGHT SABER BI-LED BOOSTER HEADLAMP

Bright. Focused. Ready to take on the night

## LIGHT SABER LED DRLS WITH WELCOME & GOODBYE

Welcomes you in style, and signs off just as confidently



### HIDDEN REAR WIPER WITH WASHER

Stays out of sight, clears your view when you need it



### LIGHT SABER LED TAIL LAMP

A sleek LED signature that's impossible to miss

### REAR DEFOGGER

Clears mist and condensation quickly, so your rear view stays sharp and unobstructed

### REAR FOG LAMP

Cut through fog and low visibility, ensuring nothing goes unseen



## FLUSH DOOR HANDLES WITH WELCOME LIGHTS

They don't stick out. They stand out



## R19 ALLOY WHEELS

Big, bold, and planted. Built to rule every road

# INTERIOR

## PERSONA THEMED INTERIORS

Different moods one space. Built to let you escape into comfort



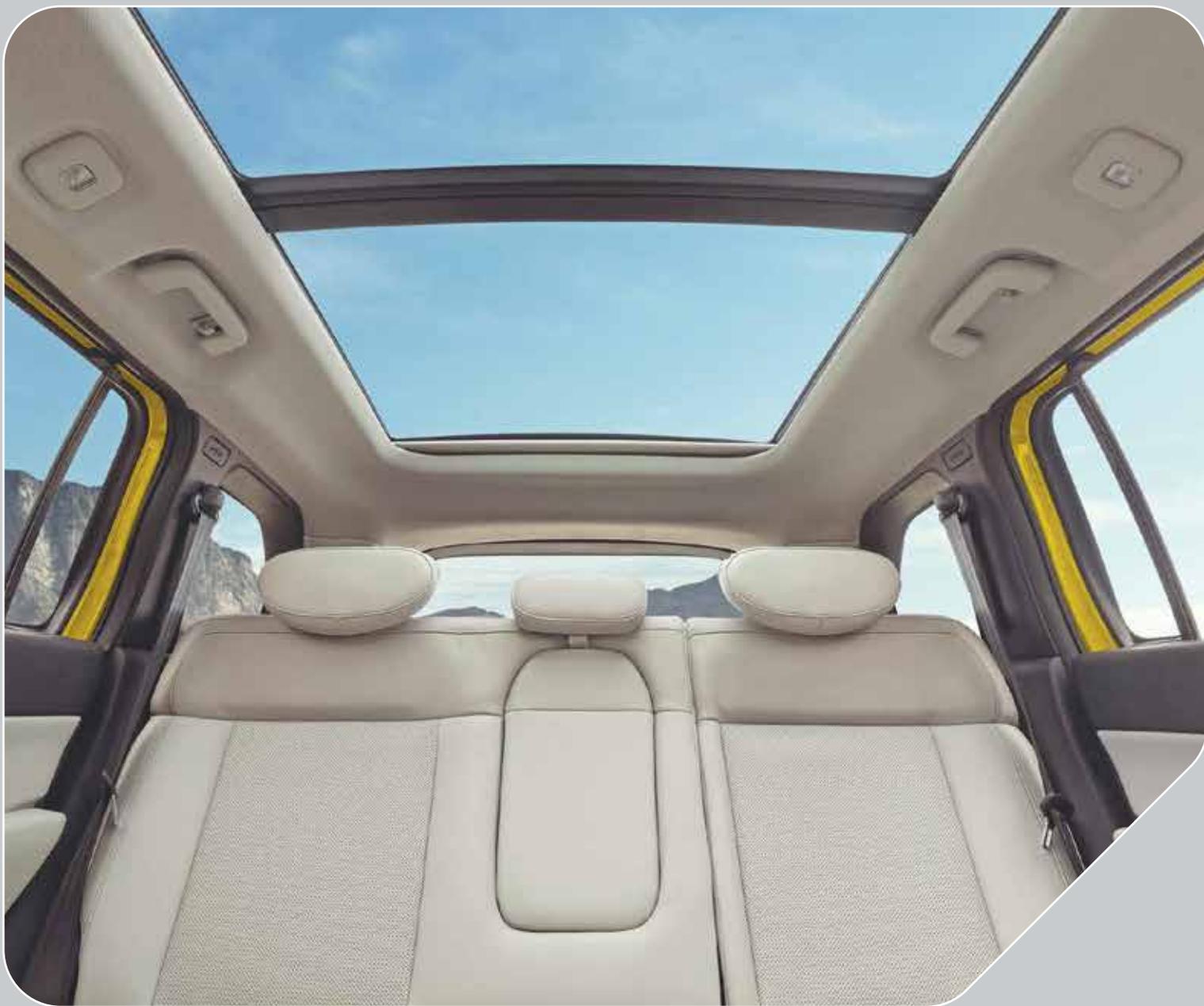
## TILT AND TELESCOPIC STEERING WHEEL

Tilt and Telescopic Steering Wheel Adjusts to your height and reach, so every drive feels naturally in control



# PANORAMAX

Segment's largest sunroof with expansive windows to create an open, uplifting lounge feel



## HORIZON VIEW TRIPLE SCREEN INFOTAINMENT EXPERIENCE

Break past the basic. Three screens, one immersive experience. Stay in command of every escape



# ESCAPE CHAOS



## Theatre Pro

Theater Pro turns the cabin into a cinematic space, featuring the Horizon View Triple Screen infotainment system and an Arcade Suite of 28+ curated apps for gaming, streaming & browsing. Powered by Dolby Atmos with a 12 JBL™ Black Speaker Setup enhanced Harman™ AudioworX, every journey feels immersive, indulgent, and distinctly premium

## PASSENGER INFOTAINMENT DISPLAY

A 31.24 cm passenger display creates a wide, cinematic interface that turns everyday driving into a immersive digital experience



## Passenger Screen Compatibility with Wireless Earphone & Gaming Control

Your co-driver gets a screen of their own



## SONICSHAFT SOUNDBAR

Iconic outside. Immersive inside



## JBL BLACK™ 12 SPEAKERS WITH DOLBY ATMOS

Hear detail from all sides like you're inside the scene



## ARCADE SUITE

Curated 28+ apps for entertainment, gaming, streaming and browsing from passenger infotainment & Central Infotainment Screens



## WIRELESS ANDROID AUTO™ & APPLE CARPLAY™

Stay connected effortlessly your apps, music, and maps, wirelessly in sync



# INTUITIVE STORAGE SPACES

## CENTER CONSOLE STORAGE

Smartly designed to keep essentials within easy reach, effortlessly



## SIDE BOTTLE HOLDING STORAGE

A dedicated space for your bottle, blending utility with style



## COOLED GLOVEBOX

Keeps your essentials cool while you turn up the heat outside



## UMBRELLA HOLDER

Practical storage that makes daily drives simpler and smarter



## SMART FRONT SEAT BACK POCKETS

Smart storage that keeps everything neatly tucked away



## SEGMENT LEADING BOOT SPACE

Spacious, flexible, and ready to accommodate your every plan with best in segment 622 Litres<sup>9</sup> of bootspace



622 Litres



828 Litres



1051 Litres



1257 Litres

# COMFORTS

## BOSS MODE

Sit back, stretch out, and escape in full command



## THIGH SUPPORT EXTENDER

Adjusts to your comfort, supports your every drive



## 6 WAY POWERED DRIVER SEAT WITH MEMORY & WELCOME

Find your perfect position once. The Sierra remembers the rest



## EXTENDABLE 8 WAY SUN VISOR WITH ILLUMINATED MIRROR

Because comfort should cover every angle and every detail



## WIRELESS CHARGER

Drop It. Charge it. Go.



## DUAL ZONE FULLY AUTOMATIC TEMPERATURE CONTROL (DATC)

Your side cool, their side warm, everybody wins



### **SUPERGLIDE SUSPENSION WITH FDD**

Smooths out every bump, so your journeys stay effortless



### **USB C+C 65W FRONT AND REAR CHARGER WITH MULTIMEDIA**

Fast charging at your fingertips to power anytime with multimedia support

### **SLIDING FRONT ARMREST**

Designed to move with you, for effortless comfort



# ESCAPE LIMITS

## ELECTRONIC PARKING BRAKE WITH AUTO HOLD

Leave the hassles behind. A single tap engages the park brake with precision



## SOS (E-CALL / B-CALL)

Help is just a call away, anytime, anywhere



## 4 DISC BRAKES

Precise, confident braking everytime



## AUTO DIMMING IRVM

Softens harsh headlights behind you, so night drives stay calm and focused



## HILL DESCENT CONTROL

Advanced control that keeps you steady uphill and composed downhill



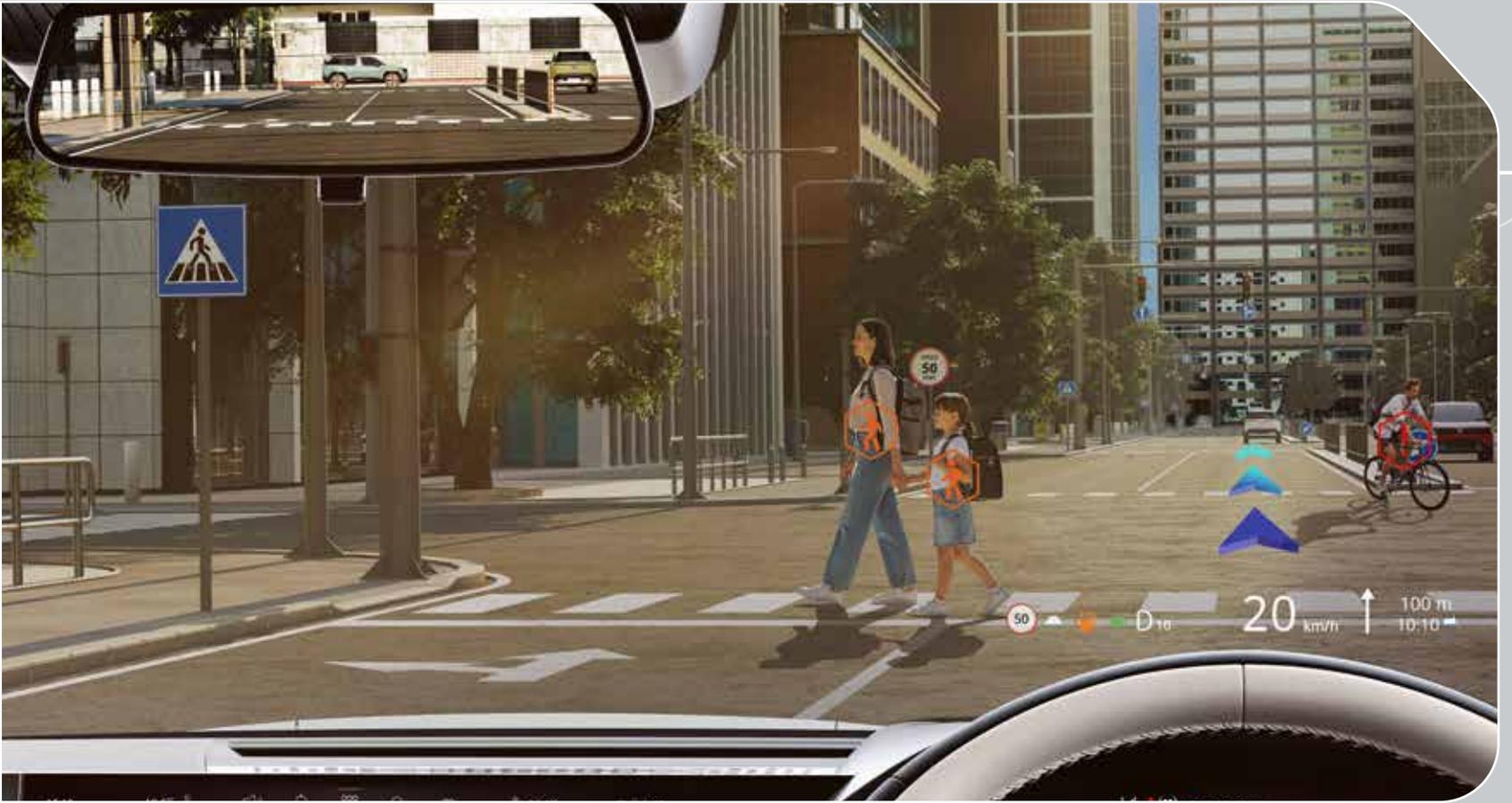
## 360° HD SVS with 4 Sight Blind Spot

Leave the ordinary behind. Every corner, every side, every blind spot stays visible as you move



## HypAR HUD\*

India's 1st homegrown ICE vehicle with an AR Heads-Up Display projects real-time guidance onto the windshield for a safer, more intuitive drive. With 4 modes and 19 smart visuals, it adapts seamlessly to every journey



## ADAS L2+ with 22 Key Features

The L2+ ADAS suite, enhanced with Intelligent Speed Assist (ISA), offers 22 advanced driver assistance features



## IN-BUILT NAVIGATION WITH MAPPLS

Built-in maps that guide you, even offline



## DIGITAL COCKPIT WITH NAVIGATION

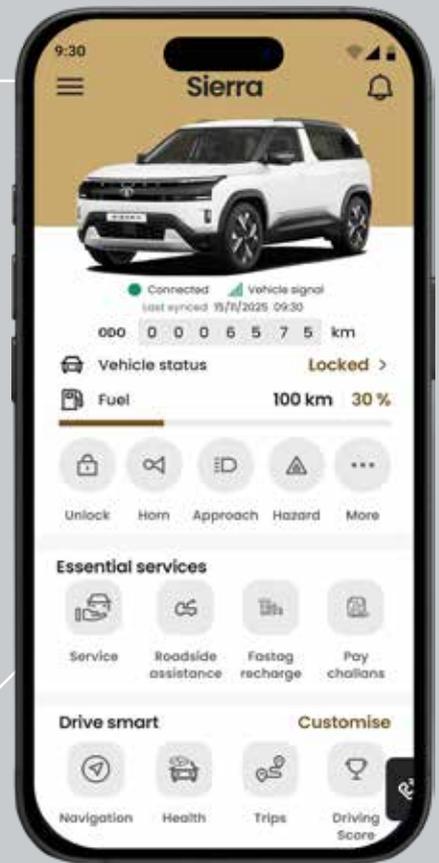
Navigate with confidence, where technology leads and style follows



# ME SPACE

## Me Space WITH 5 PERSONALISATION OPTIONS

Learns from you. Listens to you. Drives like you



## IRA CONNECTED CAR SUITE WITH 75 FEATURES

Your car, your world control, track, and manage it all with iRA

# RELAX MODE

Turn your car into a sanctuary of light, sound, and ambience



## MOOD LIGHTS<sup>12</sup>

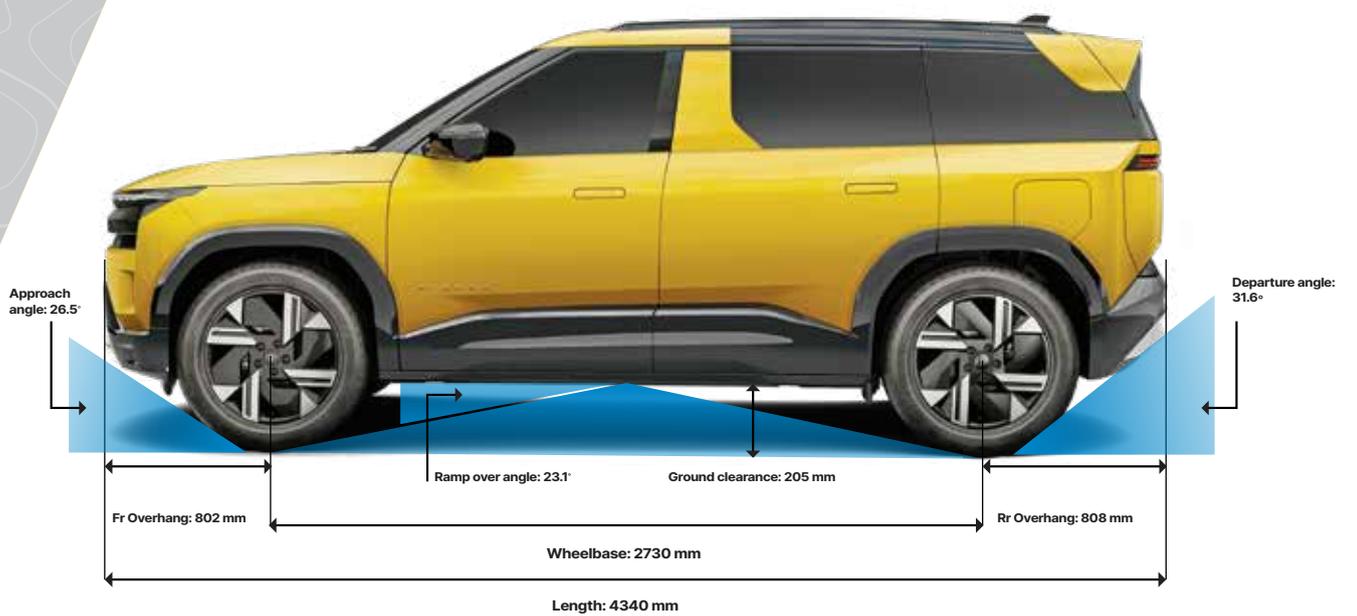
Set the tone for every drive, your way



## **TECHNICAL SPECIFICATIONS**

# A STANCE THAT COMMANDS. CAPABILITY THAT DELIVERS

With a robust stance and capability driven geometry, it balances everyday practicality with true SUV confidence



# Smart<sup>+</sup>



Bi-LED Projector Headlamps

6 Airbags (Driver, Co-Driver, Curtain & Side Airbags)

Electrically Adjustable ORVM with Turn Indicators

Electric Tailgate Release

10.16 cm Digital Cockpit

LED Turn Indicators

Front Sliding Armrest with Storage

Adjustable Headrests

Follow me home Head Lamp

Light Saber LED DRLs & Tail Lamp

All Wheel Disc Brakes

Central locking with PEPS keyfob

Electronic Park Brake with Auto hold

Rear Window Sunshade

SmartPause<sup>5</sup>

Prismatic IRVM

Rear Parking Sensor

Perimeteric Alarm System

Front Cabin Lamps

Extendable 8 Way Sunvisor

All Doors Power Window

Second Row Reading Lamp

2 Front USB (Type A + Type C 45W)

Rear AC Vents

Tilt & Telescopic Steering Wheel with Illuminated Logo

Flush Door Handles with Welcome Lights

Height Adjustable Seat Belts<sup>4</sup>

Dual Tone Horn

ISOFIX

Electronic Temperature Controller (ETC)

12V Power Outlet in Boot with Lamp

Puncture Repair Kit

Dual Tone Roof

## Electronic Stability Program (ESP) with 20 Features

- ROM - Rollover Mitigation
- VDC - Vehicle Dynamic Control
- CSC - Corner Stability Control
- DTV - Dynamic Torque Vectoring
- EPB - Electronic Parking Brake
- AVH - Automatic Vehicle Holdt
- HAC - Hill Ascend Control ( HHC)
- HBA - Hydraulic Brake Assist
- BFC / HFC - Brake / Hydraulic Fade Compensation
- EBP - Electronic Brake Pre Fill
- BDW - Brake Disc Wiping
- EDTC - Engine Drag Torque Control
- TCS - Traction Control System
- EBD - Electronic Brake force Distribution
- ABS - Antilock Braking System
- CDD - Control Dynamic Deceleration
- PBA - Panic Brake Alertt
- DBS - Dynamic Braking Support
- AIB - After Impact Braking
- DST - Dynamic Steering Torque

<sup>4</sup>Front Row Only

<sup>5</sup>1.5L NA Revotron Only

Engine	Transmission	Colors
1.5 revotron	MT	 Pristine White   Pure Grey   Coorg Cloud
1.5 kryojet	MT	

# Pure

## Features Over Smart +



- 26.03 cm Infotainment Touchscreen
- 8 Speakers (4 Speakers + 4 Tweeters)
- Wireless Android Auto™ & Apple CarPlay™
- Rear Camera with Park Assist Guides
- Electrically Adjustable ORVMs with Autofold
- Height Adjustable Driver Seats
- Drive Modes (City<sup>7</sup> & Sport)
- Cruise Control
- HDC - Hill Descent Control
- Tire Pressure Monitoring System (TPMS)
- 2 Front USB (Front Type A Multimedia + Type C 45W)
- Sharkfin Antenna with GPS
- Steering Mounted Controls
- Monostable Shifter<sup>6</sup>
- 250+ Native Voice assist commands in 6 languages
- Paddle Shifters<sup>6</sup>

<sup>6</sup>AT & DCA Only

<sup>7</sup>City Mode only for 1.5L TGDl Hyperion & 1.5L Kryojet Diesel

Engine	Transmission	Colors
1.5 revotron	MT	<p>Munnar Mist   Pristine White</p> <p>Pure Grey   Coorg Cloud</p>
	DCA	
1.5 kryojet	MT	
	AT	

# Pure+

## Features Over Pure



Voice Assisted Panoramic Sunroof

Auto Headlamps

Rain Sensing Wipers

Alloy Wheels

Dual Zone Fully Automatic Temperature Control (DATC)

Rear 2 X 65W USB C Chargers

One Shot Up/Down with Antipinch Driver Window

Hidden Rear Wiper with Washer

Rear Defogger

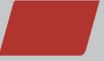
Engine	Transmission	Colors
1.5 revotron	MT	 Munnar Mist  Pristine White
	DCA	
1.5 kryojet	MT	 Pure Grey  Coorg Cloud  Bengal Rouge
	AT	

# Adventure

Features Over  
Pure+



- 360° HD SVS<sup>10</sup> with 4Sight Blind Spot
- Front LED Fog Lamps with Cornering Function
- Front Parking Sensor
- 17.78 cm Digital Cockpit
- Leatherette Wrapped Steering Wheel
- Leatherette Wrapped Gear Shifter
- Roof Rails
- Smart Slide Parcel Tray

Engine	Transmission	Colors
1.5 revotron	MT	 Munnar Mist  Pristine White  Pure Grey  Coorg Cloud  Bengal Rouge
	DCA	
1.5 hyperion	AT	
1.5 kryojet	MT	
	AT	

# Adventure+

## Features Over Adventure



- Superglide Suspension with FDD
- 31.24 cm Infotainment Touchscreen
- 26.03 cm Digital Cockpit with Navigation
- Terrain Modes (Normal, Wet & Rough) with Selector Knob
- Mood Lights (Dashboard)
- Rear Seat with 2 Stage Recline & 60:40 Split
- Rear Armrest with Cup Holders
- Cooled Glovebox
- Extendable 8 Way Sunvisor with Illuminated Mirror
- 2 Front 65W USB C (Multimedia + Charging)
- Boss Mode
- Thigh Support Extender<sup>4</sup>
- Rear Center Headrest
- Rear Occupant Sensor
- Smart Front Seat Back Pockets

<sup>4</sup>Front Row Only

Engine	Transmission	Colors
1.5 revotron	MT	 Munnar Mist  Pristine White
	DCA	
1.5 hyperion	AT	 Pure Grey  Coorg Cloud
1.5 kryojet	MT	 Bengal Rouge  Andaman Adventure
	AT	

# Accomplished

Features Over  
Adventure+



## ADAS L2 with 13 Key Features

- ACC – Adaptive Cruise Control with Stop & Go
- FCW – Ped: Forward Collision Warning (Pedestrian)
- FCW – Car: Forward Collision Warning (Car)
- FCW – Cyl: Forward Collision Warning (Cyclist)
- LDW – Lane Departure Warning
- LKA – Lane Keep Assist
- LCS – Lane Centering System
- ASA – Advance Steering Assist
- HBA – High Beam Assist
- TSR – Traffic Sign Recognition
- AEB – Autonomous Emergency Braking (Pedestrian)
- AEB – Autonomous Emergency Braking (Car)
- AEB – Autonomous Emergency Braking (Cyclist)

HypAR HUD with Multicolour Guides<sup>3</sup>

Dolby Atmos

12 JBL™ Black Speakers with Central Speaker,  
Subwoofer & SonicShaft Soundbar

Harman™ AudioworX Enhanced with

8 JBL Audio modes

Ventilated Seats<sup>4</sup>

6 Way Powered Driver Seat

Wireless Charger

Puddle Lamps

Express Cooling

Leatherette Interiors

Mood Lights (Center Console)<sup>12</sup>

<sup>4</sup>Front Row Only.

<sup>6</sup>AT & DCA Only. <sup>3</sup>Only Available in Accomplished Variant

Engine	Transmission	Colors
1.5 revotron	MT	Munnar Mist / Pristine White
	DCA	Pure Grey / Coorg Cloud
1.5 hyperion	AT	Bengal Rouge / Andaman Adventure
1.5 kryojet	MT	
	AT	

# Accomplished+

Features Over  
Accomplished



Horizon View Triple Screen Infotainment Experience

ADAS L2+ with 22 Key Features

- ISA (TSR) – Intelligent Speed Assist with Traffic Sign
- ISA (Map) – Intelligent Speed Assist with Map
- BSD – Blind Spot Detection
- LCA – Lane Change Alert
- RCTA – Rear Cross Traffic Alert
- RCW – Rear Collision Warning
- DOA – Door Open Alert
- BSM – Blind Spot View Monitor
- OSA – Over Speed Alert
- ACC – Adaptive Cruise Control with Stop & Go
- FCW – Ped: Forward Collision Warning (Pedestrian)
- FCW – Car: Forward Collision Warning (Car)
- FCW – Cyl: Forward Collision Warning (Cyclist)
- LDW – Lane Departure Warning
- LKA – Lane Keep Assist
- LCS – Lane Centering System
- ASA – Adaptive Steering Assist with ACC
- HBA – High Beam Assist
- TSR – Traffic Sign Recognition
- AEB – Ped: Autonomous Emergency Braking (Pedestrian)
- AEB – Car: Autonomous Emergency Braking (Car)
- AEB – Cyl: Autonomous Emergency Braking (Cyclist)

Welcome and Good-bye animation

Night Saber Bi-LED Booster Headlamp

Progressive Side Indicators

BreathelQ Purifier with AQI Display

Powered Tailgate with Gesture Control

6 Way Powered Driver Seat with Memory & Welcome

2 Rear 65W USB C (Multimedia + Charging)

## Ira connected car suite with 75 features

Arcade Suite

Relax Mode

Auto Dimming IRVM

Rear Fog Lamps

Amazon Alexa™ (H2C/C2H)

SOS (E-Call / B-Call)

In-built Navigation with Mappls Auto<sup>11</sup>

Me Space with 5 personalization options

Engine	Transmission	Colors
1.5 revotron	MT	 Munnar Mist  Pristine White
	DCA	
1.5 hyperion	AT	 Pure Grey  Coorg Cloud
1.5 kryojet	MT	 Bengal Rouge  Andaman Adventure
	AT	

# TECHNICAL SPECIFICATIONS

Engine	1.5L NA Revotron Petrol	1.5L TGD <sub>i</sub> Hyperion	1.5L Kryojet Diesel
Fuel Type	Petrol	Petrol	Diesel
Fuel System	NA	TGD <sub>i</sub>	CRAIL/CRD <sub>i</sub>
Displacement (cc)	1498 cc, 4 Cylinder	1498 cc, 4 Cylinder	1497 cc, 4 Cylinder
Max. Power (PS/ rpm)	106 PS @6000 rpm	160 PS @5000 rpm	118 PS @ 4000 rpm
Max. Torque (Nm/ rpm)	145 Nm @ 2100 rpm	255 Nm @1750-4000 rpm	260 Nm @ 1500-2750 rpm (MT) 280 Nm @ 1500-2750 rpm (AT)
	<b>Drive/ Transmission</b>		
Transmission	6MT/ 7DCA	6AT	6MT/ 6AT
	<b>Suspension/ Brakes</b>		
Suspension – Front	Independent, lower wishbone, Mcpherson strut with coil spring		
Suspension – Rear	Semi-independent twist beam with coil spring and shock absorber		
Suspension- Front (Adventure+, Accomplished, Accomplished+)	Independent, lower wishbone, Mcpherson strut with coil spring and FDD		
Suspension – Rear (Adventure+, Accomplished, Accomplished+)	Semi-independent twist beam with coil spring, shock absorber and FDD		
Front Brakes	Disc		
Rear Brakes	Disc		
	<b>Dimensions</b>		
Length X Width X Height (mm) <sup>8</sup>	4340 X 1841 X 1715		
Wheelbase (mm)	2730		
Bootspace (Litres) <sup>9</sup>	622		
Bootspace with rear seat folded (Litres) <sup>9</sup>	1257		
Fuel Tank Capacity (Litres)	50		
9ARAI Certification Pending			

<sup>9</sup> ARAI Certification Pending

## POWERTRAIN MIX

Variants	Manual		Automatic		
	1.5L NA Revotron Petrol	1.5L Kryojet Diesel	1.5L NA Revotron Petrol	1.5L Kryojet Diesel	1.5L TGD <sub>i</sub> Hyperion
Smart+	Y	Y	-	-	-
Pure	Y	Y	Y	Y	-
Pure+	Y	Y	Y	Y	-
Adventure	Y	Y	Y	-	-
Adventure+	Y	Y	-	Y	Y
Accomplished	Y	Y	-	Y	Y
Accomplished+	-	Y	-	Y	Y

## WHEEL TYPE APPLICABILITY

Variants	Manual		Automatic			Spare Wheel
	1.5L NA Revotron Petrol	1.5L Kryojet Diesel	1.5L NA Revotron Petrol	1.5L Kryojet Diesel	1.5L TGD <sub>i</sub> Hyperion	
Smart	215/65 R17 Steel	215/65 R17 Steel	-	-	-	
Pure	215/65 R17 Steel	215/65 R17 Steel	215/65 R17 Steel	215/65 R17 Steel	-	215/65 R17 Steel
Pure+	215/65 R17 Alloy	215/65 R17 Alloy	215/65 R17 Alloy	215/65 R17 Alloy	-	215/65 R17 Steel
Adventure	215/65 R17 Alloy	215/65 R17 Alloy	215/65 R17 Alloy	-	-	215/65 R17 Steel
Adventure+	215/65 R17 Alloy	225/60 R18 Alloy	-	225/60 R18 Alloy	225/60 R18 Alloy	215/65 R17 Steel
Accomplished	215/65 R17 Alloy	225/55 R19 Alloy	-	225/55 R19 Alloy	225/55 R19 Alloy	215/65 R17 Steel
Accomplished+	-	225/55 R19 Alloy	-	225/55 R19 Alloy	225/55 R19 Alloy	215/65 R17 Steel

NOW WITH

**3 years | 100 000 km**

WARRANTY<sup>2</sup>

Terms and Conditions apply. Above mentioned features are key differentiating features. For the detailed list/features/specifications, please visit or contact our nearest dealer. Colour applicability will vary for variants/personas and editions. Images and illustrations are indicative and for information purposes only. All features/specifications are not available in all personas and may vary. Specifications/features are subject to change without prior information. The product image may carry some accessories that are not part of standard equipment. All values pertaining to boot space are measured as per VDA method in Litres. Please consult an authorized Tata Motors dealer for latest information on features/specifications. Colours may not match the actual colours due to printing/digital limitations. JBL™, Android Auto™, Apple CarPlay™, Alexa™, Harman™ are registered trademarks. SOS (E-Call/B-Call) Emergency call & breakdown call services are available in select cities, please connect with your nearest dealer for more details. Voice commands are a mix of multiple languages. Advanced Driver Assistance System (ADAS) is not a substitute for human eye and driver vigilance, it is a driver assist system that enhances driving experience and safety. Adaptive Cruise Control, Intelligent Speed Assist and Adaptive Steering Assist with lane centring are available in 6AT & 7DCA only. Intelligent Speed Assist available in "Accomplished +" only. Tinted glass and Number plates shown are for creative visualisation. For Airbags, Do not use no genuine seat covers. Smart Phone, Smart Watch and Charging Cable is not a part of vehicle accessories. 1 year of iRA 2.0 connected car services from the date of activation. <sup>1</sup>Spare Wheel not available in "Smart+.". <sup>2</sup>Warranty cover for 3 Years / 1 Lakh Kms, whichever ends earlier. <sup>3</sup>HypAR HUD with multicolour guides available in "Accomplished" only. <sup>4</sup>Front Row only. <sup>5</sup>SmartPause – Intelligent Smart Stop (ISS) available in 1.5L NA Revotron Petrol Engine only. <sup>6</sup>6AT & 7DCA only. <sup>7</sup>City mode only in 1.5L TGD i Hyperion Petrol Engine and 1.5L Kyrojet Diesel Engine. <sup>8</sup>ARAI certification pending. <sup>9</sup>VDA method. <sup>10</sup>The 360° HD SVS function is designed to enhance driver awareness and provide a better view of the vehicle's surroundings. However, it is not a substitute for careful driving and should be used in conjunction with other safety features and driver judgment. Drivers should be aware of the technology's limitations and remain responsible for the safe operation of the vehicle. <sup>11</sup>The navigation system is powered by Mappls Auto. Mappls Auto will only function when internet connectivity is available. Users are responsible for making their own decisions about safe driving and navigating based on their own judgment and awareness of their surroundings and choice of using the preferred navigation mean. Services are subject to interruptions or limitations due to various factor. Tata Motors disclaims any warranties, express or implied, related to the accuracy, completeness, or reliability of products or services offered by Mappls Auto. <sup>12</sup>Center console mood lights in 6AT & 7DCA only

Address: Tata Motors Passenger Vehicles Limited, 4<sup>th</sup> Floor Ahura Centre, Mahakali Caves Road, MIDC, Andheri (East), Mumbai - 400093.