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After Tata Nano, Tata is developing the most affordable electric car by Siddharth Bharadwaj

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After launching the cheapest car in the world, Tata Nano, Tata Motors is now gearing up to launch another wonder car, what we hear is that Tata Motors is developing an electric car which would be priced at $20,000. This would be another wonder car from the stable of Tata Motors after Tata Nano. Tata Nano Price is the most distinctive thing about the car, the car when displayed at the Auto Expo 2008 caught everyoneâ€™s attraction and it was being wondered that this could be a threat to Maruti 800 and Maruti Alto. However, this did not happen and Ratan Tataâ€™s dream to make every man an owner of a four wheeler did not succeed at least the way he had thought.

The hatchback received a good response in the beginning when it was launched in the year 2009, but then sales started dipping. Tata Motors doled out many discount offers to push Nanoâ€™s sales in India but despite so many efforts, the sales of this hatchback did not pick. On top of that Tata Nanoâ€™s fire incidents made people sceptical to buy this car, Tata Motors though recalled the hatchback for this fault and also went ahead and launched the 2012 version of Nano last year. The 2012 Tata Nano is said to churn out slightly more power than the outgoing model. The company is also developing a CNG version of the hatchback along with the diesel variant of Tata Nano which is likely to be launched in India next year. Tata Nano diesel is likely to deliver a promising mileage of 40 kmpl, if this happens it will be the most frugal diesel hatchback in India with such a high mileage.

Coming back to the electric car that Tata Motors is developing, the car maker is working closely with the French firm Dassault Systemes, which is one of the leading 3D design software and product solutions firm. The firm has completed the electric mobility (eMO) test and if all goes well this could turn out to be the most affordable electric car that would be a viable option for the buyers. Around 300 engineers from three different nations, US, Europe and India worked together on this project. Price of this electric car is expected to be somewhere around $20,000 which is extremely affordable for an electric car. Nothing has been revealed on this new electric car from Tata ye, specifications have been kept under the wrap. In India only one electric car is running on the roads, Mahindra Reva which comes with a price tag of Rs 4 lakh. Government gives a subsidy of 20% on the ex-factory price or Rs 1 lakh to the manufacturer whichever is lower which pulls down the price by Rs 75,000 to Rs 95,000.

Toyota Motors India also has a hybrid car in its portfolio, Toyota Prius, though it does not sell in good numbers. Priusâ€™ price is tagged too high for the Indian customers, therefore this could be one reason that it has not been able to find too many houses in India yet. However with the current situation where petrol prices are soaring high and there is no guarantee on the diesel price hike, Indian market may soon see surge in demand for electric and hybrid cars in India which at present is extremely narrow. As far as the launch of this new electric car from Tata is concerned there is yet no clarity on the launch plan, let us just hope that Tata does not experience the same as it did with Nano and gets a good response for this new electric car.

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Siddharth Bharadwaj - About Author:
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