

# AVU at Tata Motors' South African Relaunch

Posted on November 18, 2025



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After a six-year pause, Tata Motors Passenger Vehicles (TMPV) has returned to the South African passenger vehicle market. Earlier this year, Tata Motors celebrated its relaunch with a high-profile event at The Galleria in Sandton, Johannesburg. Four new models—the Harrier, Curvv, Punch, and Tiago—were unveiled on a bold, visually striking stage setup, making a strong impression on automotive press and influencers.

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Behind the scenes, Johannesburg-based AV Unlimited (AVU) handled the full technical element of the event. Their expert team brought the launch to life, their Absen LED screens amplifying the event's visual impact.

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Guillaume Ducray from AVU and his team are known for their natural knack for creating slick, memorable events, and the Tata launch was no exception. The stage setup was a highlight: a larger-than-life, wide screen dramatically splitting down the middle on cue rolled away to reveal a new car, concealed lighting rigs bursting to life to showcase the vehicle in full glory.

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“The Absen 2.9mm NT series covered 102 sqm across the main screen and entrance,” Guillaume explains. “LED has truly changed the game. Beautiful content, combined with polished screens that are properly maintained, makes all the difference. We’re very happy with our Absen products, and the support from DWR Distribution has been fantastic.”



Guillaume adds that while technology has become widely accessible, what sets a top provider apart today is the right people for the job. “Everyone now has access to the same gear—it’s like getting the same box of crayons. What matters is what you create on the canvas. We have as many pixels and decibels as the next big dog, but we focus on making art, moving more people with fewer boxes. It’s knowing the difference between a Morné and a Monet. Easy? No, it isn’t.”

A key collaborator in the launch was lighting designer Joshua Cutts from Visual Frontier, a long-time friend and creative partner. “Working with AV Unlimited and Mela Events is always a fun challenge. It brings out the best in all of us. Great team, great launch!” said Joshua. His lighting rig featured a MA Lighting grandMA3 compact XT controller for precise lighting control, Robe

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LEDWash 600s and LEDBeam 350s for wash and beam lighting effects, Longman LED Parcan F4ups for coloured accent lighting, Phenix Bar 300Bs and a selection of Martin fixtures for additional effects.



Looking back, AV Unlimited has continually raised the bar in technical implementation and world-class delivery. Client feedback reflected this, with one noting, "Thank you for the excellent execution and stellar event!" The agency wrote, "Thank you, team, for pulling off such an incredible Tata launch! I truly couldn't have done it without your support and hard work. You are all amazing, and I'm grateful for such a powerhouse team."

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Guillaume sums it up simply, “Those words don’t just come from having the best gear. It’s always people first, then equipment—and DWR knows this firsthand.”

Photos courtesy Strike A Pose Studios