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23rd February, 2022

Vice President

National Stock Exchange of India Limited

"Exchange Plaza", Bandra- Kurla Complex

Bandra (E)

Mumbai - 400 051

General Manager

Department of Corporate

Services BSE Limited

Phiroze Jeejeebhoy Towers Dalal

Street, Mumbai- 400 001

Sub: Press Release

Dear Sir/Madam,

Please find enclosed herewith as Annexure -"A", a copy of the press release being issued today.

Kindly take the same on record.

Thanking you,

Yours truly,

For, Maruti Suzuki India Limited



Sanjeev Grover

Vice President &

Company Secretary

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Media Release

'Tech Goes Bold'

Global Premier of Maruti Suzuki New Age Baleno



Driven by Technology: equipped with host of technologically advanced features like:

- **First in its segment:**
 - Head Up Display (HUD) for a fascinating and safe drive experience
 - 360 View Camera for a comprehensive 3D view of surroundings, enabling safe parking & manoeuvring
- In-built next-gen Suzuki Connect Telematics System with 40+ connectivity features including access through Alexa Skill® and compatible smart watch, for an unparalleled experience
- All-new 22.86 cm (9") SmartPlay Pro+ Infotainment system with HD display, "Surround Sense", powered by ARKAMYS

Introducing all-new NEXA design language: **CRAFTED FUTURISM**

Incredible Safety: The New Age Baleno is equipped with 20+ safety features like 6 airbags (driver, co-driver, side and curtain), Electronic Stability Program (ESP) with Hill Hold Assist, ABS with EBD, High Speed Alert System, Driver and Co-Driver seatbelts reminder, LED Fog lamps, Extensive usage of High Tensile & Ultra High Tensile steel.

Powerful Performance: Powered by Advanced K-Series Dual Jet, Dual VVT Engine with Idle Start-Stop technology. Available in 5 speed Manual (MT) and improved Auto Gear Shift (AGS) transmission.

Improved Ride and Handling: All-new suspension, new hydraulic clutch system, 14" disc brakes, flat-bottom steering wheel, and improved NVH performance for a comfortable drive experience.

New Delhi, February 23, 2022: Maruti Suzuki India Limited today announced the launch of its much-awaited technologically superior premium hatchback - the New Age Baleno. Equipped with a host of class leading technology, safety, comfort & convenience features and NEXA's new signature **Crafted Futurism** design language, the New Age Baleno will provide an unparalleled driving experience to customers.

Introducing the New Age Baleno to the world, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki India Limited**, said, *“Baleno is amongst the top five best-selling cars in the industry since launch. Over 1 million delighted Baleno customers in India and across 100+ countries of the world have appreciated it for design and performance. The New Age Baleno is our new approach towards the future. With focus on technology and innovation, the New Age Baleno is set to re-energise the premium hatchback segment with several first-in-segment features. The new age technology and features along with fresh look, premium interiors and special focus on safety will take the customer experience to a new high.”*

He further added, *“With our suppliers, Maruti Suzuki has invested over Rs 1,150 Crores on this full model change. We are confident that the New Age Baleno will continue to win more hearts and scale even greater heights.”*

‘Crafted Futurism’ Design Language

Signifying NEXA’s endeavour to create the cars of tomorrow, the New Age Baleno is the first model to feature NEXA’s **Crafted Futurism** design language. A work of art inspired by the future, the design language is exclusively crafted to match the refined tastes of NEXA customers. The design philosophy manifests itself upon three major pillars:

- **NEXpression:** Artfully designed exteriors & interiors, crafted to perfection
- **NEXtech:** Advanced technology catering to the new age customers’ needs
- **NEXperience:** Experiences that are ahead of the times.

New Age Baleno: Bold, Expressive, and Urban Exteriors



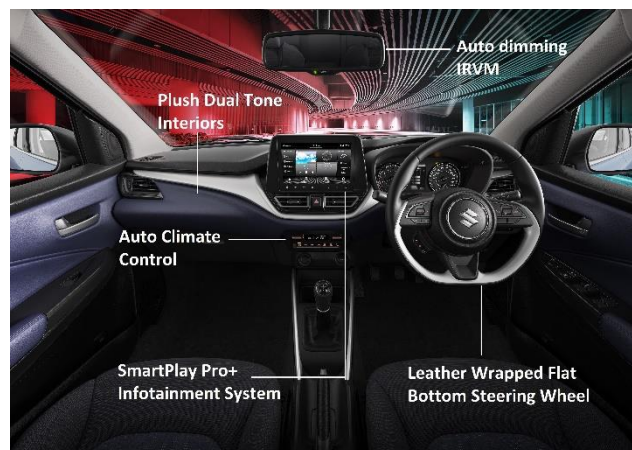
The New Age Baleno with **Crafted Futurism** design language exudes a wider, stronger and more dynamic stance with bold shoulder and sharp character lines. Building on the aesthetic liquid flow design, throughout.

With the objective of capturing the urban imagination, the New Age Baleno’s premium flair and signature design make for a bold road presence.

New Age Baleno: Sleek, Stylish, Premium, Sculpted Interiors

The New Age Baleno’s driver-focused character lines and stylish, sleek accentuation emphasizes its natural design flow that leaves a strong impression. The cabin packs up a plush and pleasurable dual tone interior experience for its customers.

The decorative accents in piano black, premium metallic grey accentuation on the dashboard, cockpit-style AC switches, and chrome rings on meters exude a fine sense of quality and premium feel to the interiors of the New Age Baleno.



New Age Baleno: Driven by Technology – First in its segment, Intuitive & Premium tech, Safety, Comfort and Convenience Features

Intelligence Goes Bold with Head Up Display (HUD)



To make urban cruising more futuristic, safe, convenient and drive up the 'wow' factor, the New Age Baleno comes with a state-of-the-art first in its segment colored Head Up Display. It allows customers to drive without taking eyes off the road by displaying critical information like speed, RPM, fuel economy, and other pertinent notifications in a way that does not disturb the attention of the driver from the road.

Innovation Goes Bold with 360 View Camera

The first in its segment 360 View Camera equipped with the latest 'approaching object detection' feature that can sense the presence of moving objects on the screen, the New Age Baleno reinforces safety for customers with an immersive view of the driving space and enables them to make more informed decisions while parking or manoeuvring the vehicle at tight spots.



Additionally, front views can also be used for driving up to 10 km/h.

Infotainment Goes Bold with All New SmartPlay Pro+ Infotainment System



The New Age Baleno comes with a 22.86 cm (9") SmartPlay Pro+ Infotainment system. The new Infotainment system will come with a High-Definition display, intuitive user interface with advanced Voice Assist to offer seamless connected driving experience to customers. It will also boast of premium sound acoustic tuning through "Surround Sense" powered by ARKAMYS, offering signature ambiances created to suit various moods.

The customizable display option allows customers to personalize the look and feel of the infotainment system as per their choice, customers can also customize the automatic greeting messages by the car.

Connectivity Goes Bold with Next Generation Suzuki Connect

The next-gen telematics system Suzuki Connect comes as an in-built feature in the New Age Baleno. It offers over 40+ features for vehicle safety & security, trips & driving behaviour, status-alerts and remote operations through all new Suzuki Connect App that provides the best-in-class user experience.

Taking the user ownership experience a notch above, the New Age Baleno can also be remotely accessed through compatible smart watch & voice connectivity through Alexa Skill®. Customers can remotely access & operate door lock, headlamps OFF, hazard lights, alarm, and many more features through these devices.



Host of Comfort & Convenience features

Ensuring each drive becomes a memorable drive in the New Age Baleno, it offers a host of comfort and convenience features as standard.



Advanced K Series Engine | Best-in-its class fuel economy | Improved Auto Gear Shift Transmission

Equipped with the Advanced K-Series Dual Jet, Dual VVT engine the New Age Baleno offers 113Nm@4400rpm torque and peak power of 66kW@6000rpm. Combined with Idle Start-Stop technology it offers an excellent fuel-efficiency*** of 22.35 km/l for the manual transmission variant and 22.94 km/l for the AGS variant.



The New Age Baleno offers a 5-speed manual and improved Auto Gear Shift transmission for an immersive drive experience.

Safety reinforced



The New Age Baleno is built on Suzuki's signature HEARTECT platform. Extensive usage of High Tensile & Ultra High Tensile Steel has offered the required strength to the body.

The New Age Baleno is also equipped with 6 airbags** (driver, co-driver, side and curtain). Additionally, the New Age Baleno is secured with ESP and Hill Hold Assist, which enhances the overall control and drivability of the car.

Secured by NEXA Safety Shield, the New Age Baleno offers Dual airbags, ABS with EBD, Driver & Co-driver seat belt reminders, rear parking sensors & high-speed alert system as standard across all variants.

Array of Exciting Colours

The New Age Baleno will now be available in an array of 6 colours, featuring the New NEXA Blue along with four other new exciting shades.



Personalisation Goes Bold – Exclusive Accessories Collection

Inspired by futuristic styling and technology, Maruti Suzuki is thrilled to present a bold range of exclusive Genuine NEXA Accessories for New Age Baleno. The specially curated two accessory packages accentuate a sophisticated and neo-modern appeal to delight customers and will be available from the launch of New Age Baleno.

ELEGRANDE collection is designed to enhance *premium and futuristic look* with premium metallic finishes and textured combinations with key accessories such as front bumper garnish, body side molding with stylish inserts, rear bumper garnish, all-weather 3D mats, seat cover, interior styling kit, illuminated door sill guard and more.

NOVO-SPIRIT collection builds on *spirited feel with a tasteful blend of youthful energy* that comes with a dark colour scheme and champagne accents with key accessories such as front & rear skid plate, upper grille garnish, body side molding with stylish inserts, roof end garnish, bumper corner protectors, premium mats, seat cover, interior styling kit, twin color door sill guard and more.



Customers can personalize their bold style from a wide range of genuine NEXA accessories with one-click convenience. They can also explore and buy the dynamic range of accessories online.

Technical Specifications			
Length(mm)	3990	Max Torque (Nm@rpm)	113/4400
Height(mm)	1500		
Width(mm)	1745	Max Power(kW@rpm)	66/6000
Wheelbase(mm)	2520		
Fuel Efficiency(km/l)***	22.35(MT) & 22.94(AGS)	Engine Capacity(cc)	1197

New Age Baleno Prices: (Ex Showroom in INR)

Manual Transmission		Auto Gear Shift (AGS)	
Variant	Price	Variant	Price
Sigma	6 35 000/-	-	-
Delta	7 19 000/-	Delta	7 69 000/-
Zeta	8 09 000/-	Zeta	8 59 000/-
Alpha	8 99 000/-	Alpha	9 49 000/-

The New Age Baleno can also be owned through Maruti Suzuki Subscribe at an all-inclusive monthly subscription fee starting from INR 13 999/-.

Maruti Suzuki Subscribe is a convenient way to bring home a new car. It allows a customer to use a new car without actually owning it and by paying an all-inclusive monthly subscription fee that comprehensively covers complete registration, service & maintenance, insurance and roadside assistance.

[Click here to download New Age Baleno Photographs](#)

Disclaimers

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** 6 airbags available in Zeta and Alpha variants only. Dual airbags standard across variants under NEXA safety shield.

*** Fuel efficiency as certified by test agency under rule 115 of CMVR 1989

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Accessories and features shown in all the cars may not be part of standard equipment.