

MSIL: CSL: NSE&BSE: 2017

1st October, 2017

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,

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

Kindly take the same on record.

Thanking you,

Yours truly,

For **Maruti Suzuki India Limited**


S. Ravi Aiyar

Executive Director (Legal)
& Company Secretary

Encl.: As above

MARUTI SUZUKI INDIA LIMITED

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PRESS RELEASE

Maruti Suzuki drives-in the all-new S-Cross***Bold, Aggressive Design | DDiS 200 with Smart Hybrid Technology | Assertive, Premium and Sophisticated***

New Delhi, October 1, 2017: Maruti Suzuki India Limited today launched its premium urban offering, S-Cross in an all-new, bold and assertive form.

Presenting the all-new S-Cross to customers, **Mr. Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki** said, *"S-Cross, in its newest form, is an important milestone in our journey of transformation. The all-new S-Cross comes with an all new fascia that is bold and aggressive. By equipping it with the acclaimed green technology DDiS200 with Smart Hybrid we have been able to bring down emissions in the all-new S-Cross to as low as 105.5 gm/km. We are confident that S-Cross will strengthen Maruti Suzuki's position in the premium urban segment."*

The fact that S-Cross enjoys a special place in Maruti Suzuki portfolio encouraged the company to look at this change quite aggressively. The Company, along with its suppliers, has invested over Rs 100 crore towards development of the all-new S-Cross. It comes with over 95% localization.

All New Looks

The all-new S-Cross sports an entirely new, bold design with a powerful upright stance.

The masculine and aggressive upright stance is accentuated by a sculpted hood design and sleek headlamps. The sharp LED projector headlamps, housed neatly with the daylight running lamps (DRLs), make the all-new S-Cross more assertive.

The imposing chrome on the grille, along with the emphatic S insignia, makes the all-new S-Cross distinct and premium. The rear combination lamps (RCL), also equipped with LEDs, are cleaner, sharper and more contemporary in style. Wider tyres (215/60 R16), coupled with contrasting two-tone machine finished alloys, give it an imposing on-road presence. Overall, the all-new S-Cross is much more premium, aggressive and assertive.

Chic Classy Interiors

The interiors have also been tastefully upgraded and made classier with a satin chrome accent finish, a soft touch dashboard and well-coordinated seat fabric designs. More new-age technologies, like an intuitive touchscreen infotainment system with Android Auto and

**Powerful upright stance:**

- Premium, aggressive and assertive
- Sculpted hood design and sleek headlamps
- Chrome on the grille with emphatic S insignia
- Sharp LED projector headlamps
- Wider tyres with contrasting two-tone machine finished alloys

Premium Interior Design:

- Satin chrome accent finish, soft touch dashboard
- Well-coordinated seat fabric design
- Intuitive touchscreen infotainment system with Android Auto and Apple CarPlay and compatibility
- Piano black coloured central panel, together with a premium leather finish arm-rest

Salient Smart Hybrid Features:

- **Idle Start Stop:** The idle engine start/stop function turns off the engine automatically when the car is idling and restarts it as soon as the clutch is pressed.
- **Power Assist:** The stored energy in advanced high capacity battery assists engine power during acceleration.
- **Brake Energy Regeneration:** The ISG converts the energy from braking/deceleration of the car

Apple CarPlay would also complement the all-new S-Cross. The piano black coloured central panel, together with a premium leather finish arm-rest, adds a dash of premium-ness to the offering.

All New Powertrain

In its newest form, the all-New S-Cross scores high not just on looks but also in technology and powertrain. The all-new S-Cross gets the DDiS 200 with Smart Hybrid technology. This is the third model in the Maruti Suzuki portfolio to host the DDiS 200 with Smart Hybrid technology. It comes packed with a host of features like idle-stop-start, torque assist, brake energy regeneration system and a gearshift indicator. Many of these features enhance energy efficiency in the S-Cross.

Ahead in Safety

Tested at the company’s world-class Rohtak R&D facility, the all-new S-Cross is among the six models already compliant with advanced upcoming new safety norms - frontal offset crash, side impact and pedestrian safety. It comes with rear seat ISO-FIX child seat safety mount. These features are standard across all variants of S-Cross

Launched in August 2015, S-Cross was the first premium offering to debut from the Company’s all new premium retail channel-NEXA. S-Cross therefore, has been instrumental in shaping the premium imagery of the channel and contributed significantly towards establishing NEXA. The Company has sold over 53,000 S-Cross in the domestic market and exported over 4,600 units.

Length	4300 mm	Range of Colours ❖ NEXA Blue (new colour) • Pearl Arctic White • Caffeine Brown • Premium Silver • Granite Grey	Variants • Sigma • Delta • Zeta • Alpha
Height	1595mm		
Width	1785mm		
Max Torque	200 Nm@1750rpm		
Max Power	66 kW@4000rpm		

Price:

Variant	Ex-showroom price in Delhi (Rs.)
Sigma	849,000
Delta	939,000
Zeta	998,000
Alpha	1,129,000

Click on <https://www.flickr.com/gp/126049010@N03/Jj9W71> for high-resolution images of the new S-Cross