

MSIL: CSL: NSE&BSE: 2018

18<sup>th</sup> January, 2018

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,

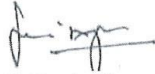
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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

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**MARUTI SUZUKI INDIA LIMITED**

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**PRESS RELEASE**

**India debut of Maruti Suzuki's All-New Swift at Auto Expo 2018**

*Contemporary Global Styling | Sporty, Solid and Bold Stance | Infused with Performance | Advanced Passenger, Pedestrian and Child Safety | Convenience of Two Pedal Technology*  
**Bookings Open Today!**

**New Delhi, January 18, 2018:** Maruti Suzuki's all-new Swift, which is built to perform, is all set for the India premier at Auto Expo 2018. The new Swift is poised to create a 'WOW' feeling among car owners and enthusiasts. Pioneering the compact car segment in India, Swift has evolved in this new avatar for young and ever-changing customers of India.

The iconic Swift, which continues to feature among the top five best selling cars in India for over a decade, now comes with a brand new design. The completely new Swift is engineered with the best of Suzuki's design capabilities and built on the innovative 5<sup>th</sup> generation HEARTECT platform. The platform gets more strength and rigidity and helps to improve the power to weight ratio, leading to better acceleration performance for a peppy and fun to drive experience. The all-new Swift is wider, compact and with longer wheel base allowing more cabin space, headroom as well as luggage space.

Commenting on the all-new Swift, **Mr R.S. Kalsi, Senior Executive Director (Marketing and Sales) at Maruti Suzuki India** said, *"We will take the excitement to a new height with the all-new Swift. The all-new Swift with its distinctive design, advanced technology, uplifting performance and enduring driver experience will bring disruption in the premium hatchback segment. In its newest avatar, the Swift undergoes a bold transformation to meet the aspiration of young and ever changing customer. We are delighted to open bookings for the all-new Swift and look forward to a grand launch at the Auto Expo 2018."*

**INSPIRATIONS THAT DROVE THE ALL-NEW SWIFT**

- Sculpted for a **Sporty, Solid Image** and **Bold Stance**
- Strong body sections and **Aerodynamic** contours
- **5<sup>th</sup> Generation HEARTECT platform:** Enhanced rigidity, strength and better NVH
- **Smooth** and **Safe** ride, **Peppy** and **Fun** to drive
- **Better acceleration performance**
- **Driver-oriented cockpit-inspired interiors**
- Enhanced **Safety** features



The all-new Swift is more aerodynamic and poised to offer superior ride, handling and drivability. The proven engines have further been tuned for superior performance with better fuel economy. Equipped with two-pedal technology, the all-new Swift brings in enhanced comfort and convenience for buyers. AGS is calibrated as per characteristics of new Swift to offer great performance and driving experience.

Discerning Swift customers will be thrilled to find the driver-oriented cockpit design, flat bottom steering and urbane satin chrome finish in this newest avatar. The bolstered seats offer better seating comfort. On safety, the all-new Swift embodies Suzuki's Total Effective Control Technology (TECT) for occupant protection and complies with frontal offset and side impact regulations and meets advanced regulations for pedestrian safety. Dual airbags and ABS with EBD and ISOFIX (child seat restraint system) are standard. It is stronger and safer with significant usage of high tensile steel leading to improvement in rigidity and strength.

### **Global Design for the Sporty Swift:**

The brand Swift is known for its unique design characteristics such as its bold stance, strong shoulders and great road presence. The latest Swift is an evolution and these distinctive features take the all-new Swift to the next level.



The new front grille design — single-aperture, complemented with floating roof and accentuated by wrap around windows, together express the visual strength of the all-new Swift. The boldness of the car is demonstrated by wrap around windshield with unified DLO (day light opening) graphic and vertically sweeping lamps. Sleek and expressive LED projector headlamps with a signature LED DRL design, coupled with precision cut two-tone alloy wheels, provide a distinct road presence to the hatchback.

The all-new Swift is 40 mm wider, which infuses a stronger, muscular and well-grounded look to it. At the same time, a 20mm longer wheel base creates more cabin space.



While designing the interiors, the theme was to make the all-new Swift reflect a sporty, high-quality, advanced and easy to use cabin space for the passenger.

The cockpit design of the interior is enhanced by driver-side tilted HMI (human-machine interface) controls. The interiors are tastefully coordinated with urbane satin chrome finish on the instrument panel, steering, doors and speedometer rings. The flat bottom steering wheel, a new addition

on the hatchback, augments the sporty appeal of the interiors.

The luggage space increases by 58 litres, around 28% more than the second generation Swift. Around 24 mm more headroom, and a better seat back angle, further enhances the comfort in the rear seats.

### **Next-Gen Technology for High Performance:**

The all-new Swift will be available with the trusted K12 VVT engine and DDiS 190 engine. These acclaimed engines have further been tuned for superior performance, coupled with highly balanced

suspensions for better ride and comfort. The all-new Swift is more aerodynamic with improvement in wind resistance (coefficient of drag) leading to more fuel efficient and better performance.

The all-new Swift will now be available with Maruti Suzuki's acclaimed Auto Gear Shift (AGS) technology in both petrol and diesel trims.



**Fun and Supreme Driver Experience:**

The all-new Swift comes with a future-ready SmartPlay Infotainment System, which is compatible with Apple Car Play, Android Auto and Mirror Link. The refined in-built Voice Recognition with Indian accent English, Bluetooth audio streaming and navigation add to an excellent infotainment experience for car buyers. Reverse parking camera display is also integrated with the infotainment screen.

<b>Petrol Variants</b>	Lxi Vxi / Vxi AGS Zxi / Zxi AGS Zxi+	<b>Range of six vibrant Colours</b> <ul style="list-style-type: none"> <li>• Prime Lucent Orange <b>(New Colour)</b></li> <li>• Prime Midnight Blue</li> <li>• SLD Fire Red</li> <li>• PRL Arctic White</li> <li>• Met Silky Silver</li> <li>• Met Magma Grey</li> </ul>
<b>Diesel Variants</b>	Ldi Vdi / Vdi AGS Zdi / Zdi AGS Zdi+	

**Book the all-new Swift:**  
 For pre-launch bookings, customers can take any of the following options:

- **Bookings open 18<sup>th</sup> Jan 2018 onwards**
- Dial 1800 102 1800 (toll free) to make enquiries and leave contact details
- Log in to [www.marutisuzuki.com](http://www.marutisuzuki.com) and leave contact details
- Pre-book the all-new Swift at any one of the over 2,300 Maruti Suzuki showrooms across India

The all-new Swift can be booked with an initial payment of Rs 11,000/-

**Click here for hi-res images of all-new Swift:** <https://www.flickr.com/gp/126049010@N03/18D940>