

MSIL: CSL: NSE&BSE: 2018

8th February, 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,

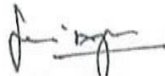
Please find enclosed herewith as Annexure – “A”, a copy of press release being issued today.

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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Press Release**Maruti Suzuki’s #AllNewSwift arrives to a grand reception at Auto Expo 2018**

*Iconic premium hatchback comes with an exciting new global design
Third Generation Swift is peppier, roomier, cleaner with advanced safety*

New Delhi, February 8, 2018:

Maruti Suzuki India today launched the third generation of its iconic and blockbuster brand – Swift. The all-new Swift comes with a new exciting design, enhanced performance, and advanced passenger, pedestrian and child safety. For the first time, Swift offers the acclaimed auto gear shift technology for the convenience of customers. Built on Suzuki’s innovative 5th generation HEARTECT platform, the all-new Swift has a superior power to weight ratio with an improved acceleration performance

Presenting the all-new **Swift**, **Mr Kenichi Ayukawa, Managing Director & CEO, Maruti Suzuki**, said, *“Brand Swift is loved for its bold stance, strong shoulders and unmistakable road presence. With this latest evolution, these hallmark features have gone to the next level. Since its launch in 2005, Swift has been the country’s favourite hatchback, selling more than 1.8 million units. The all-new Swift is built on Suzuki’s new and innovative 5th generation HEARTECT platform for more strength, peppier performance and advanced safety. More spacious, it is loaded with new features that are poised to thrill customers.”*

“Brand Swift has featured among the top 5 best-selling cars in India for more than a decade. I thank our customers for their strong support. I am confident that with the all-new Swift, we will be successful to capture the imagination of our customers and offer the car which meets their demands,” Mr Ayukawa added.

**#AllNewSwift: Sporty, Bold stance, Youthful, Fun to drive
#BeLimitless @MSArenaOfficial**

**Contemporary Global Styling**

- New single-aperture front grille complemented with an all-around seamless flow and sculpted body with strong shoulders.
- Wrap around windshield with unified DLO (day light opening) graphic extends to back door glass giving a striking visual statement of the floating roof.
- Sleek and expressive LED projector headlamps with a distinct design signature element on LED DRL and rear position lamp. Precision cut two-tone alloy wheels.
- Sporty, high-quality, and comfortable cabin space for passengers.
- Coordinated interior color theme accentuated by Urban Satin Chrome finish.
- Cockpit design achieved by driver-side tilted HMI (Human Machine Interface) with advanced yet easy to use controls.

Next Generation Technology

- Built on the innovative 5th generation HEARTECT platform; gets more strength and rigidity and helps to improve the power to weight ratio.
- Acclaimed engine options: Petrol 1.2 L VVT and Diesel DDiS 190.
- Engines tuned for superior performance, coupled with highly balanced suspensions for better ride and comfort.
- Auto Gear Shift technology on both petrol and diesel.

Fun and Supreme Driver Experience

- Better acceleration performance for a peppy and fun to drive experience
- Improved NVH performance.
- Packed with 17.72 cm Smart Play Infotainment for young buyers with Apple CarPlay/Android Auto/ Mirror Link compatibility. Wide angle parking camera display has been integrated with Smart Play screen.
- Voice recognition with Indian-accent English.
- Improved A/C performance.

Advanced Passenger, Pedestrian and Child Safety

- Dual airbags, ABS with EBD and ISOFIX (child seat restraint system) are standard.
- 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.

Customers will appreciate the superior fuel efficiency of the all-new Swift. The all-new Swift offers best-in-segment fuel efficiency for both the engine options; 22.0 km/l for petrol and 28.4 km/l for diesel. The model development cost for Swift is over Rs 700 crore. The hatchback comes with around 98 per cent localization, truly embodying the “Make in India” vision.

BEHIND THE #AllNewSwift: BY THE NUMBERS

- **Diesel:** 28.4 kmpl, **~12.7%** higher than outgoing Swift. **Best in segment.**
- **Petrol:** 22.0 kmpl, **~7.8%** higher than outgoing Swift.
- **~28%** (+58 L) more luggage space.
- **~24 mm** more headroom and a better seat back angle, enhances comfort in the rear seats.
- All-new Swift is **40 mm** wider; **20 mm** longer wheel base that creates more cabin space.
- Significant usage of High Tensile steel: **~40%**.
- Improvement in acceleration performance (0-100 km/h) by up to **~10%**.



Specifications			
Length	3840 mm	Max Torque	Petrol: 113Nm @ 4200 rpm
Height	1530 mm		Diesel: 190 Nm @ 2000 rpm
Width	1735 mm	Max Power	Petrol: 61 kW @ 6000 rpm
Boot Space	268 L		Diesel: 55.2 kW @ 4000 rpm
Ground Clearance (Un-laden)	163 mm	Wheel Base	2450 mm
Range of colours	Pearl Metallic Lucent Orange (<i>New</i>) Pearl Metallic Midnight Blue Solid Fire Red Pearl Arctic White Metallic Silky Silver Metallic Magma Grey		

All-New Swift INTRODUCTORY PRICES Ex Showroom Delhi (Rs)			
Petrol Variants		Diesel Variants	
LXi	4,99,000/-	LDi	5,99,000/-
VXi	5,87,000/-	VDi	6,87,000/-
ZXi	6,49,000/-	ZDi	7,49,000/-
ZXi+	7,29,000/-	ZDi+	8,29,000/-
VXi AGS	6,34,000/-	VDi AGS	7,34,000/-
ZXi AGS	6,96,000/-	ZDi AGS	7,96,000/-

Click here for hi-resolution images of #AllNewSwift: <https://www.flickr.com/gp/126049010@N03/Gs4Fk9>