

Press Release

DDiS 125 makes Celerio India's most fuel efficient car @ 27.62 kmpl Global launch of Suzuki's first diesel engine

New Delhi, June 3rd, 2015: Maruti Suzuki India Limited, market leader in passenger vehicles, today introduced the diesel variant of its popular model Celerio.

Maruti Suzuki Celerio, the car that first brought the acclaimed Auto Gear Shift technology to India, now becomes the first car to offer a super compact diesel engine option to Indian car buyers.

Celerio Diesel offers 27.62 Kmpl *, making it India's most fuel efficient car.

This also marks the global launch of DDiS 125, the first diesel engine designed and developed by Suzuki Motor Corporation. It carries forward the DDiS attributes of swiftness, driveability and compactness, offered in the highly successful diesel vehicles of Maruti Suzuki.

On the launch, Mr. Kenichi Ayukawa, MD & CEO, Maruti Suzuki, said, *“Celerio, powered by DDiS 125 engine, is India's most fuel efficient car. This is also the first diesel engine designed and developed by Suzuki Motor Corporation. It is designed to offer a smooth drive and strengthens Celerio's reputation as*

a car that offers easy drive in cities as well as on highways. With the launch of Celerio Diesel, the three most fuel efficient cars in India are all Maruti Suzuki cars: Celerio (D), DZire (D) and the premium sedan Ciaz (D).”



Engine Type	: DDiS 125
No. of cylinders	: 2
Capacity	: 793 cc
Valves/cylinder	: 4

CELERIO EZ ATTRIBUTES

- **EZ Drive:** Delivers a smooth driving experience
- **EZ Performance:** Offers high torque per CC
- **EZ Technology:** New generation super compact DDiS 125 all aluminium engine.
- **EZ SPACE:** XpanDesign, Roomy cabin, Spacious headroom, legroom and shoulder-room, Large boot space and 15 smart utility spaces
- **EZ GIZMOS:** Stereo with Bluetooth connectivity, Steering mounted audio controls, Multi-info display, User-friendly customizable security settings
- **EZ STYLE:** CICO (Curve In Curve Out) Styling, Big road presence, Sweeping wave dash design

Launched in February 2014, Celerio has sold over 95,000 units. Nearly a third of the total sales of Celerio are of the Auto Gear

Shift variants.

Celerio has played a pivotal role in strengthening Maruti Suzuki's position in the lower hatchback segment. Maruti Suzuki's share in the lower hatchback has shot up to 71% from 61% within a year of Celerio's launch.

Made in India and Made for India: Maruti Suzuki and its suppliers have together invested over Rs 900 crore towards development of DDiS 125 and it comes with over 97 per cent localisation.

DDiS 125 is compact and light weight. The cylinder block is all aluminium. DDiS 125 comes with a compact fuel distribution system and a turbocharger suited to a 2-cylinder engine. Further, by decreasing compression ratio and installing a large intercooler it has combined high torque in low RPM and fuel efficiency. Minimising friction, improving thermal efficiency, adopting low viscosity lubricants have also helped enhance the fuel efficiency in DDiS 125.

DDiS Powerhouse: DDiS 125 derives its lineage from the DDiS family known for high quality driveability. By delivering peak torque at a low RPM the DDiS 125 engine on Celerio offers good ride in city conditions and on highways.

Responsive and smooth drive: The compact turbocharger with intercooler delivers quick acceleration and smooth drive. Equipped with a hydraulic clutch system, Celerio Diesel offers effortless gear shift.

Passenger comfort: Vehicle rigidity and powertrain integration has been optimised for lower vibrations and superior cabin isolation. This ensures comfortable passenger experience.

Low on emissions: Low compression ratio, cooled exhaust gas re-circulation and Intercooler technologies enable DDiS 125 to meet BS IV norms with OBD II.

Specifications

Length	3600 mm	Power	35 kW@3500 rpm
Width	1600 mm	Torque	125 Nm@2000 rpm
Height	1560 mm	Wheel Base	2425 mm
Fuel Efficiency	27.62 kmpl*	Turning Radius	4.7 meters
Kerb weight	880 kgs	Boot Space	235 litres
	900 kgs (full options)	Ground Clearance	165 mm

Celerio Diesel is offered in six colours. Cerulean Blue is the character colour.

Sunshine Ray	Cerulean Blue	Silky Silver
Blazing Red	Pearl Arctic White	Glistening Grey

Introductory Prices: Ex showroom Delhi

Variants	Rs Lakh
Celerio LDi	465,393
Celerio VDi	495,415
Celerio ZDi	525,442
Celerio ZDi (Optional)	571,484

*As per test results under Rule 115 of CMVR, 1989.

For high resolution images of the car and launch please click here:

<https://www.flickr.com/photos/126049010@N03/sets/72157653917569612>