

MSIL: CSL: NSE: 2014

6th February 2014

The Vice President
National Stock Exchange of India Limited
“Exchange Plaza”, Bandra-Kurla Complex
Bandra (E)
Mumbai – 400 051

Sub: Press Release

Dear Sir,

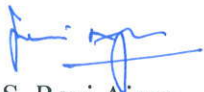
Please find enclosed herewith as Annexure - “A”, a copy of press release being issued today.

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 announces global debut of 'Celerio' with revolutionary Auto Gear Shift

New Delhi, February 6, 2014: Car market leader Maruti Suzuki India Limited launched its much awaited compact car, Celerio, with the revolutionary Auto Gear Shift here today. With fuel efficiency same as the Manual transmission, the revolutionary Auto Gear Shift, christened **EZ Drive**, is all set to redefine the car driving experience on Indian roads. Interestingly, Auto Gear Shift on the Celerio is a first for India amongst passenger cars.

Poised to stir the A2 segment Celerio is a complete package full of pleasant surprises. Among several benefits, Celerio comes with a best in class fuel efficiency of 23.1 kmpl, for both, Auto Gear Shift and the Manual Transmission variants.

Celerio is launched at an attractive price. This price puts to rest any argument that superior technology is expensive. Often, the wide price gap between Manual and Automatic transmission variants prompts buyers to settle for manual transmission cars.

In terms of maintenance of the car, the Auto Gear Shift technology on Celerio is affordable and hassle free.

With Celerio, the Company is keen to change these perceptions and raise the technology bar.

Unveiling the Celerio, Mr Kenichi Ayukawa, Managing Director & CEO said, *“Maruti Suzuki has always believed in offering cars that set new benchmarks of technology, style and overall costs in India. Maruti Suzuki Celerio is the latest example that brings path breaking Auto Gear Shift technology in cars for the first time and that too, in country's most popular compact car segment. The Celerio promises a new, convenient and fun to drive experience, with top class fuel efficiency, at a highly attractive price and low maintenance cost. We are confident that Celerio will soon become a popular choice among customers as they enjoy the benefits that this new technology brings.”*

The Celerio is stylish on the outside and has roomy, spacious & functional interiors with a large boot. Offered in six variants, including two with Auto Gear Shift, the Celerio is powered by the high performing K-next petrol engine.

(Detailed note on Celerio is enclosed)

Auto Gear Shift: Harbinger of a revolution

Mated with the K-next engine, the Auto Gear Shift is Suzuki Motor Corporation's newly developed technology that promises superior drive experience to the users. Powered by an intelligent actuating unit, driving is effortless with Auto Gear Shift.

THE HIGH FIVES

- **EZ Drive:** Auto Gear Shift technology with best in class fuel efficiency of 23.1 kmpl, at par with manual transmission, a first for passenger cars
- **EZ Technology:** K-Next Engine with Drive-by-Wire, All new transmission
- **EZ Space:** XpanDesign with Roomier cabin, Spacious headroom, legroom, shoulder room, 15 smart utility spaces, large boot
- **EZ Style:** CICO (Curve in Curve Out) Styling, Big road presence, Sweeping Wave dash design
- **EZ Gizmos:** Stereo with Bluetooth Connectivity, Steering-mounted audio controls, Multi-info display, User-friendly customizable security settings.

Auto Gear Shift is a departure from the traditional configuration, as it has only two pedals. The two pedal driver relieves the driver from synchronising between clutch and gear shift lever and brings immense value in start-stop traffic conditions.

(Detailed note on Auto Gear Shift is enclosed).

Variants

	LXi	Vxi	Zxi	Zxi (Optional)
Manual transmission	O	O	O	O
Auto Gear Shift	O	O	-	-

A varied colour spectrum includes 3 new ones.

New	Sunshine Ray	Cerulean Blue	Cave Black	
Existing	Blazing Red	Pearl Arctic White	Glistening Grey	Silky Silver

Specifications

Length	3600 mm	Power	68 ps / 6000 rpm
Width	1600 mm	Torque	90 Nm / 3500 rpm
Height	1560 mm	Wheel Base	2425 mm
Fuel Efficiency	23.1 kmpl	Turning Radius	4.7 meters
Kerb weight	810 kgs	Boot Space	235 litres
	830 kgs (full options)	Ground Clearance	165 mm

Introductory Prices: Ex showroom Delhi

Manual Variants	Rs Lakh	Auto Gear Shift Variants	Rs Lakh
CelerioLXi	3.90	CelerioLXi Auto Gear Shift	4.29
CelerioVXi	4.20	CelerioVXi Auto Gear Shift	4.59
CelerioZXi	4.50		
CelerioZXi (optional)	4.96		

For more real time updates please click below:

https://twitter.com/Maruti_Corp

<https://www.facebook.com/MarutiSuzukiWayOfLife>

http://www.marutisuzuki.com/autoexpo2014/AutoExpo_Default.aspx

Information Note on Maruti Suzuki Celerio

India's crowded roads and the sky rocketing fuel prices have emphasized the need for a compact, fuel efficient, easy to maneuver and fun to drive car. The new Maruti Suzuki Celerio promises to deliver on these facets.

The Celerio is stylish on the outside and has roomy, spacious & functional interiors with a large boot. Celerio offers a fuel efficiency of **23.1 km per litre**.

Celerio comes in six petrol variants - four with Manual transmission and two with **Auto Gear Shift**.

Auto Gear Shift on the Celerio is a first for India amongst passenger cars.

Auto Gear Shift is Suzuki's newly developed automated manual transmission, equipped with the Intelligent Shift Control Actuator, an electric-hydraulic actuator that automatically performs clutch and shift operations. Auto Gear Shift combines the actuator and controller and directly mounts them in the transmission in order to unify the working components. This permits synchronised control over the clutch, shifting, and engine for smoother gear changes. As well as bringing together the advantages of both manual and automatic transmissions, shifting time is shortened compared to conventional gear shifting.

With no compromise on fuel efficiency, the revolutionary Auto Gear Shift, christened **EZ Drive**, redefines the car driving experience on Indian roads.

Celerio Auto Gear Shift variants will have the flexibility of both "manual mode" and auto "Drive mode" in the same car, with a simple shift of gear lever. (*Attached document: EZ Drive - How Auto Gear Shift works*)

The K-Next engine

Under the hood of the Celerio beats the K-next engine integrated with next generation transmission, which offers zippy drive, both in city and on highways. With effortless gear shift and re-engineered suspension, NVH package and EPS, the driving experience is further enhanced for better ride, handling and comfort.

Celerio further indulges customers by offering the option of segment-leading features such as Blue-tooth connectivity, Lane change indication, Anti-theft feature in audio and user-friendly customizable security settings. For example customers have options to customize central locking settings, auto door lock/unlock settings. In the Celerio's security system customers can select from 15 different levels of sensitivity for pre-warning and full blast warning of shock sensors. These security features make the Celerio secure from any kind of tampering. In addition, Airbags, Auto-door unlock on crash and ABS further enhance safety.

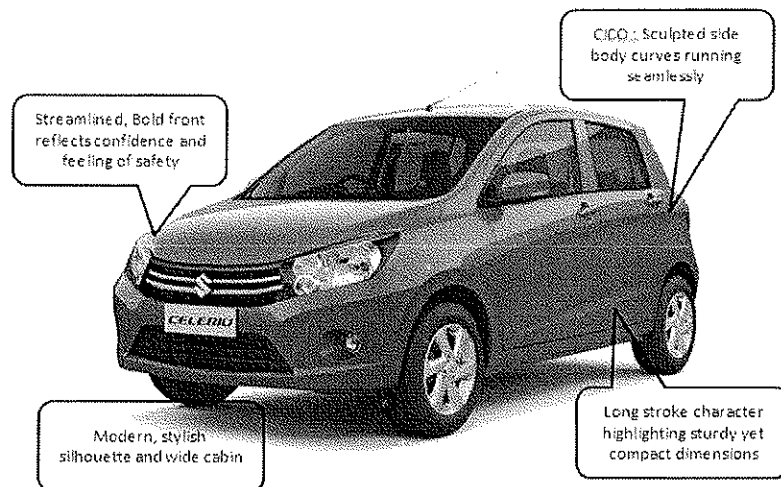
What makes Celerio fuel efficient?

Improvements and innovations are built all through the vehicle to make it most fuel efficient in its class. Presence of highly acclaimed 1-litre, K-next engine, new generation transmission with optimized ECU calibration helps to boost the fuel efficiency. Weight optimization through multiple innovations also helps to enhance fuel efficiency. These include use of high tensile steel, use of alternate material in various parts as well as re-engineering major vehicle systems.

The aerodynamic exterior design of the car also contributes to achieve more kilometers to a litre. Interestingly, the best-in-class fuel efficiency of the Celerio remains same whether the transmission is Auto Gear Shift or Manual.

EZ design: Curve In Curve Out (CICO)

Celerio's aerodynamic style is through extensive use of wind tunnel and CAE technologies that gives it distinct styling and big road presence. The exterior styling, referred as CICO, essentially depicts the curve contours running through the exteriors seamlessly. The CICO styling lends a sculpted, energetic and youthful look to the Celerio.



The streamlined yet bold front of the Celerio indicates confidence and feeling of safety along with long stroke character lines extending from the front till the rear end, highlights the sturdy and compact design. The stylish silhouette augments the aerodynamic shape of the car.

Spacious XPanDesign Interiors

The expressive exteriors are suitably complimented with a spacious cabin with XpanDesign interiors. The XpanDesign gives a rich feel to the Celerio, similar to the one associated with upper segment cars. The sweeping wave character of the dashboard alongwith presence of clean surfaces and visual symmetry creates a feel of open-ness in interior design.

With wider body of 1600 mm and long wheel base of 2425 mm, the Celerio offers best of both the worlds with spacious front and rear seating alongwith a large boot space of 235 litres. Efficient packaging of trims and interiors helps to further enhance cabin roominess, despite Celerio's aerodynamic character.

An ergonomically friendly seating, a roomy cabin, dual-tone interior and 15 smart utility spaces together make Celerio a delightful personal universe.

Variants and colour spectrum

	LXi	Vxi	Zxi	Zxi(Optional)
Manual transmission	O	O	O	O
Auto Gear Shift	O	O	-	-

The Celerio comes in a varied spectrum of 7 colours, including 3 new ones

New	Sunshine Ray	Cerulean Blue	Cave Black	
Existing	Blazing Red	Pearl Arctic White	Glistening Grey	Silky Silver

Information note on Auto Gear Shift

Global debut of Auto Gear Shift transmission Maruti Suzuki unveils the revolutionary Auto Gear Shift transmission on Celerio

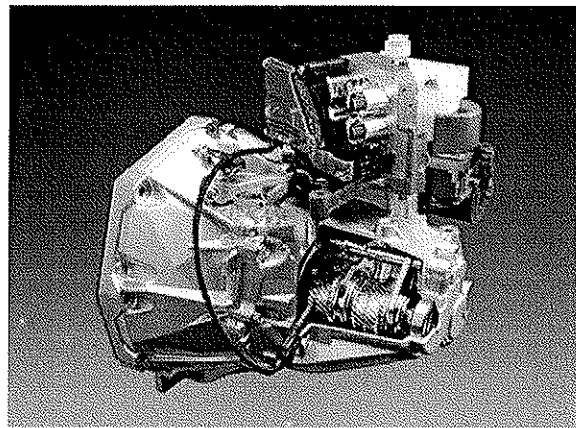
Maruti Suzuki introduced Celerio with the all new revolutionary Auto Gear Shift transmission heretoday. Given the importance Suzuki attaches to Indian market, the new technology premiered in India while it may follow in other global markets.

Auto Gear Shift is Suzuki's newly developed automated manual transmission (AMT), equipped with the Intelligent Shift Control Actuator, an electric-hydraulic actuator that automatically performs clutch and shift operations. Auto Gear Shift combines the actuator and controller and directly mounts them in the transmission in order to unify the working components.

This permits synchronised control over the clutch, shifting, and engine for smoother gear changes. As well as bringing together the advantages of both manual and automatic transmissions, shifting time is shortened compared to conventional AMTs.

Salient Features

- a) **Excellent fuel efficiency:**As the basic structure is manual transmission, its fuel efficiency is equivalent to manual transmission. Also, optimal gearshift operation controlled by the computer helps improve fuel efficiency.
- b) **Easy driving:**Because clutch pedal and gearshift operations by the driver are not necessary, and thanks to the creep function at the start, Auto Gear Shift makes driving easy even when parking and during traffic congestion.
- c) **Fun driving::** Manual mode can be selected to enjoy driving, enabling the driver to shift gears at will, just like manual transmission. Delivers fun driving from the synergetic effect with direct drive feeling of a manual transmission.



Auto Gear Shift

Knowing Auto Gear Shift

The gear box is neatly labelled where "N" stands for Neutral, "D" is for Drive, "R" denotes Reverse, "M" means Manual mode. In Manual mode, there are options of "+" to upshift gears and "-" which is used to downshift the gears.

Switching on

Ensure car is in neutral. Brake pedal is pressed. Crank on the engine (if the car is not in Neutral and brake pedal is not pressed, the car will not start. This is to ensure safety)

Drive Mode

The user presses the brake pedal and puts the gear lever in Drive 'D' position. The car sets in motion by virtue of Creep function with the release of brake.
The speed of car can be changed by pressing or releasing the accelerator pedal as per requirement.

In Drive "D" mode the most appropriate gear is automatically selected by the Auto Gear Shift system, based on the operation of the accelerator pedal and vehicle speed. With the increase in speed, the car moves up to a higher gear, highest being the 5th gear.

Optimum vehicle performance and fuel economy is obtained by smoothly/ lightly pressing and releasing the accelerator pedal. Aggressive pressing of the accelerator pedal will result in gear shifting at higher engine RPM which may adversely impact the fuel economy.

Manual Mode

To add to the flexibility, this Auto Gear Shift transmission also offers a Manual mode. For shifting to Manual mode, one has to simply shift the gear lever to "M" position.

Gear shifting is achieved by pushing the lever to the "+" and "-" for upshifting and downshifting respectively. Even while driving, the drive mode can be shuffled between "D" and "M" modes.

Stopping the car

Pressing the brake reduces the speed of the car. The gears shift down automatically. When the vehicle comes to a complete halt, press the brake pedal and shift the lever to "N", Neutral.

It is crucial to check position of gear in the display on the instrument cluster to ensure it is in Neutral. Switch off engine and engage parking brake.