

MSIL: CSL: NSE: 12

16<sup>th</sup> October 2012

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.

Thanking you,

Yours truly,

*For* **Maruti Suzuki India Limited**



S. Ravi Aiyar  
Executive Director (Legal)  
& Company Secretary

Encl.: As above

---

**MARUTI SUZUKI INDIA LIMITED**

Registered Office :  
Plot No. 1, Nelson Mandela Road,  
Vasant Kunj, New Delhi 110070, India  
Tel: 011-46781000 Fax: 011-46150275-76

Gurgaon Plant :  
Palam Gurgaon Road, Gurgaon 122015  
Haryana, India  
Tel: 0124-2346721 Fax: 0124-2341304

Manesar Plant :  
Plot No. 1, Sector 3A, IMT  
Manesar, Gurgaon 122051 Haryana, India  
Tel: 0124-4884000 Fax: 0124-4884199

### Maruti Suzuki introduces all new Alto 800 delivering 22.74kmpl

*India's best seller comes with a new Wavefront design, fresh interiors, an airbag option, superior powertrain, more interior space and CNG variants*

**New Delhi, 16<sup>th</sup> October, 2012:** Car market leader Maruti Suzuki unveiled its best seller Alto in an all new form 'Alto 800' here today. New Alto 800 sports a fresh look, is roomier, is over 15 per cent more fuel efficient and is even better "geared" for city conditions.

At the launch, Mr. Shinzo Nakanishi, Managing Director & CEO Maruti Suzuki India said, *"The all new Alto 800 is an expression of our gratitude to all those customers who posed deep confidence into this model. Known for the defining values in the entry segment in India, customers' love for Alto has made it India's top selling car for eight years. The new Alto 800 promises to be even more significant with its stunning new looks, refined driveability combined with superior fuel efficiency of 22.74 kmpl. The availability of CNG variants adds to Alto 800's attraction. We are sure new Alto 800 will be cherished by the value conscious customers across India."*

Maruti Suzuki along with its vendors have invested over Rs 470 Crore towards developing the Alto 800.

Alto 800 will be manufactured at Company's state-of-the-art Gurgaon facility and will be available in 3 Petrol variants and 3 factory fitted CNG variants. Additionally, driver airbag will be available as an optional feature.

#### **More mileage in petrol, more options in CNG**

At 22.74 kmpl the fuel efficiency of the Alto 800, is up by a whopping 15 per cent. This has been possible with focused efforts in engine engineering. Major factors that have helped increase the fuel efficiency are increased compression ratio and improved volumetric efficiency. These are achieved through significant improvements in engine intake systems. The use of new generation engine and transmission lubricants helps to reduce frictional losses and further to enhance performance.

In the CNG range, branded 'Green', the patented intelligent Gas Port Injection (i-GPI) technology which comes as a factory fitment, achieves a fuel efficiency of 30.46 km/ kg on the new Alto 800 Green, an improvement of over 13 per cent compared to the outgoing Alto Green.

The i-GPI technology offers more power and a peppier ride experience along with reliability and safety as compared to the aftermarket CNG fitment.

#### **New Wavefront design**

Alto 800 comes with a characteristic Wavefront design that goes perfectly with an entry level car that enjoys wide appeal. The elegant and smooth long curves and the prominent wheel arches add volume to the side stance.

#### **The New Alto 800**

##### **New Looks: All new exteriors & interiors**

- Refreshing elegant & contemporary design
- Chrome grille, signature S logo, swaying sill line, crisp petal shaped lamps and sculpted bumper
- Sloping and wavy roof, muscular wheel arches, elegant tail lamps
- Smiling face, large & dynamic DLO
- Use of highlights and textures
- First time- Option for two interior colour schemes (Brown and Grey)
- 3 spoke steering wheel
- Enhanced seat fabric and design
- Use of silver accents in IP, Door trim
- Ergonomically positioned dashboard
- Roomier with 15mm higher roof
- Easy ingress and egress
- Rear leg room enhanced by 15mm
- Full wheel cover
- Body colored bumper

##### **High on utility space**

- Can holder and 1-litre bottle holder
- Remote tail gate opener
- Internally adjustable ORVM
- Front power windows
- Coin holder
- Digital clock integrated in speedometer.

##### **Top of class fuel efficiency**

- Significant improvements in engine.
- Best in class for petrol 22.74kmpl and 30.46km per Kg for CNG
- Improvement of over 15 per cent for petrol and over 13 per cent for CNG
- Best in Maruti Suzuki portfolio

##### **Improved driveability**

- Improved gear shifts
- Detent pin technology and cable type transmission.
- Diagonal Shift Assist for gear 5 to 4

##### **Safety**

- Driver side airbag (optional)

##### **Expanded alternate fuel**

- Factory fitted CNG available for all variants

### **Fresh & Spacious Interiors**

With enhanced head room, shoulder room and utility space the New Alto 800 comes across as a roomier model. Ingress and egress is easier. In addition, with the scooped out back of the front seat, the rear leg room is enhanced by over 15 mm.

### **Smooth handling and ease of drive**

The all new Alto 800 will be a driver's delight. A refined engine that delivers a torque of 69Nm @ 3500 rpm, improved by 11 per cent, will prove valuable for city driving that requires better pick-up and frequent gear changes.

The new cable shift transmission with detent-pin technology and a Diagonal Shift Assist lead to precise gear shifting to make driving much smoother and more convenient.

The suspension of the Alto 800 has been better tuned for optimum performance on Indian roads.

The New Alto 800 will also be exported to Latin American and African countries from January 2013 onwards.

### **Colours**

Designed with a 'Solid-Metallic' look, the new Frost Blue colour perfectly complements the refreshing exteriors of the Alto 800. The colour line-up spans a wide range of six colours.

In addition, Alto 800 offers a choice of two interior colour schemes "Cool Grey or Brown".

| Colour Range   |                  |                | Interior options |
|----------------|------------------|----------------|------------------|
| • Frost Blue   | • Superior White | • Silky Silver | Grey or Brown    |
| • Granite Grey | • Blazing Red    | • Torque Blue  | Grey             |

Alto 800 in Frost Blue, Superior White and Silky Silver colours will have two options of Grey and Brown interiors. The Granite Grey, Blazing Red and Torque Blue body colours come with Grey interiors.

### **Product Specifications**

|                  |            |                     |                  |
|------------------|------------|---------------------|------------------|
| Length           | 3395 mm    | Engine displacement | 796 cc           |
| Width            | 1490 mm    | Torque              | 69 Nm @ 3500 rpm |
| Height           | 1475 mm    | Power               | 48 PS @ 6000 rpm |
| Wheelbase        | 2360 mm    | 0~60 kmph           | 6.4 Sec          |
| Turning radius   | 4.6 meters | Kerb Weight (range) | 695~725 kg       |
| Ground Clearance | 160 mm     | Boot Space          | 177 litres       |

### **New Alto 800 – Introductory Prices (Ex-showroom Delhi)**

|        |      |             |
|--------|------|-------------|
| Petrol | Std. | Rs. 244,000 |
|        | LX   | Rs. 276,500 |
|        | LXi  | Rs. 299,000 |

|     |      |             |
|-----|------|-------------|
| CNG | Std. | Rs. 319,000 |
|     | LX   | Rs. 337,000 |
|     | LXi  | Rs. 356,000 |